

# National CLEANER & DYER

*First in the Drycleaning Industry Since 1910*

**AUGUST, 1957**



**BELIEVE IT OR NOT**, this once was a gasoline service station. For details on this face lifting see page 18

## **IN THIS ISSUE...**

**Small town gets "big city" call office . . . . . see page 32**

**How fuel savings paid for a new boiler . . . . . see page 36**

**How to finish draperies profitably . . . . . see page 72**



*dirt in your solvent can cause dull, streaked garments*



—use

**HYFLO**

**...it removes all  
insoluble soil**

**J-M HYFLO®**, by removing all insoluble impurities, keeps your solvent sparkling clean. With Hyflo, you get fresh, odor-free garments and practically automatic solvent recovery.

With a good precoat and by adding the proper amount of Hyflo to every washer load, you protect your filter screen from clogging and keep your pressure low. Hyflo is the original high speed filter powder that always removes all solid soil but never adsorbs active detergent. And Hyflo works with every type of system, filter or solvent.

Drycleaners have relied on the efficiency and uniformity of Hyflo for over 30 years. For the name of your nearest Hyflo dealer, write Johns-Manville, Box 14, New York 16, N.Y. In Canada, Port Credit, Ontario.

\*Trade Mark Reg. U. S. Pat. Off.

**The complete filter powder service  
for drycleaners:**

- J-M Dealers—there's one nearby, ready to serve you.
- J-M Drycleaner's Handbook—ask your dealer for the 7th Edition.
- J-M Engineers—for help on any operating problems.
- J-M Drycleaning Laboratory—constantly studying the latest cleaning methods.



**Johns-Manville**

**HYFLO**

THE FILTER POWDER FOR CHARGED SYSTEM CLEANING





## GOOD READING FOR WIDE AWAKE PLANT MANAGERS

### LEARN HOW BUCKEYE CLEAN-CHARGE® CAN HELP YOU REDUCE FINISHING COSTS AND BUILD SALES VOLUME

Buckeye Clean-Charge®, with its exclusive anti-static agent, eliminates static electricity that produces drag on the buck during the finishing operation.

THIS RESULTS IN HIGHER PRODUCTION PER OPERATOR PER HOUR . . . LOWER FINISHING COSTS

You also save on classification time. Buckeye Clean-Charge® enables you to tumble light and dark, hard and soft fabrics together. Yet they come out clean, dry and completely devoid of lint. And how customers love that!

### "LINT-FREE CLING-FREE" DRY CLEANING PROCESS; CAN INCREASE YOUR BUSINESS

A forceful series of ads in leading national magazines continually reminds the public to look for cleaners that offer the "Lint-Free Cling-Free" Dry Cleaning Process. Make this national advertising work for you by identifying yourself with it.

MILLIONS OF WOMEN WILL READ ABOUT  
"LINT-FREE CLING-FREE" DRY CLEANING PROCESS! IN

OCTOBER

McCall's

If you want to know more about Buckeye Clean-Charge®, just drop us a note. We'll send you the complete story, along with a sample bottle of "DYP"®, the anti-static rinse for home use—another great business builder, with terrific tie-in strength!



Producers of Quality Products for the  
Dry Cleaning Industry Since 1844.

\*Trade mark of the Davies-Young Soap Company. U.S. Pat. No. 2,729,576; Canadian Pat. No. 528,758; other patents pending.

NATIONAL CLEANER & DYER, August, 1957. Published monthly by the Business Papers Division of The Beulen H. Donnelley Corp. Publication Office, 109 W. Chestnut Street, Lancaster, Penna., U. S. A. Executive and Editorial Offices: 305 East 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$4.00; Foreign, \$6.00 per year. Volume 48, No. 8. Entered as 2nd class matter April 21, 1948, at the Post Office, Lancaster, Pa., under the act of March 3, 1879.



MR. DRYCLEANER:

# Got a LAUNDRY PROBLEM?

If you have a laundry department that's growing from a sideline into a major operation, you need

## STARCHROOM LAUNDRY JOURNAL

Top Magazine in the Laundry Industry Since 1893

Just as NATIONAL CLEANER & DYER is the recognized authority in drycleaning, STARCHROOM LAUNDRY JOURNAL is the recognized authority in laundering. Every issue of the JOURNAL specializes 100% in how to do a bigger, better laundry business, how to do it faster and more efficiently, and, *most important*, how to do it at a *higher profit*.

In the JOURNAL you'll find the solutions to your everyday laundry problems . . . case histories from all over the country, telling how other laundrymen are making more money . . . reports on the latest technical and engineering developments . . . news of modern, time and money-saving equipment and supplies.

Coming in August in  
STARCHROOM LAUNDRY JOURNAL

ONE WAY TO CUT CLAIMS—incentive plan for employees makes them claim conscious, cuts costs

BIG OR LITTLE WASHERS?—an expert's opinion on which sizes are best for which purposes

PRICING POLICIES—are yours in line with current laundry trends?

WHAT YOU SHOULD KNOW ABOUT HEAT RECLAIMERS—our staff engineer explains how, when and why they are used

Plus many other exclusive features

Because you're a paying subscriber to NATIONAL,  
**YOU CAN GET THE JOURNAL AT A  
BIG 50% REDUCTION IN PRICE!**

Your subscription to the JOURNAL for a full year (regularly priced at \$4.00) will cost you only \$2.00.

Yes, if you've got a *real* laundry operation, you need a *real* laundry magazine, and that's STARCHROOM LAUNDRY JOURNAL. Clip and mail the handy coupon today!

TO: **STARCHROOM LAUNDRY JOURNAL**, 305 East 45th Street, New York 17, N. Y.

Please enter my one-year subscription to the JOURNAL at the special price of only \$2.00.

We provide the following laundry services (please check):

Shirt Finishing ☐

Bachelor Bundles ☐

Wash, Dry and Fold ☐

Linen Supply ☐

Complete Laundry Service ☐

Remittance enclosed ( )

Send bill ( )

Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Individual \_\_\_\_\_

Title \_\_\_\_\_





MARTIN MODEL 1960

## Open End Open Pocket Reversing Cylinder



**easy to operate** The Martin 1960 has open end, open pocket, reversing cylinder allowing clothes to be cleaned, extracted, and deodorized in one complete 30-minute cycle without handling wet solvent-saturated garments! Cylinder is easy to load and unload without weighing the garments.

**easy to maintain** The Martin 1960 has the latest in automatic tubular filtration and solvent reclamation from filter sludge. Low cost, trouble-free maintenance is assured.

**easy to install** The Martin 1960 can be installed on any floor without bolting. Installation requires small space. Filtration and clarification can be located in out-of-the-way areas.

***martin* MODEL 1960**

Other Martin units with capacities up to 200 lbs. per hour are also available. For complete information, contact your Martin dealer listed in the yellow pages of the telephone directory, or write

MARTIN EQUIPMENT, CINCINNATI 12, OHIO



# CONTENTS

VOLUME 48, NO. 8

AUGUST, 1957

The...National  
**CLEANER & DYER**



Introducing  
Dick Vinocur

A new associate editor has been added to our staff to serve you better. And Dick Vinocur is well qualified to do just that. He is a graduate of Ohio State University and has a degree in journalism. He spent his "vacations" between semesters by attending Northwestern University and writing. That writing went on during his regular school year, too.

During that time Dick did work for the *Chicago Tribune*, the Columbia Broadcasting System and others. In between time he distinguished himself as sports editor of the campus paper. He was an officer of Sigma Delta Chi, journalism honorary fraternity, as well as Alpha Epsilon Pi. That Dick is a real pro at writing is attested by the several articles that have appeared in recent issues of NATIONAL CLEANER & DYER with his byline. He also writes for our sister publication, *Starchroom Laundry Journal*.

Dick has spent many months working in, visiting and writing about plants from Ohio to the Atlantic seaboard. If you haven't met him, be sure to read his articles to find out what a right guy he is.

## Time Flies

It doesn't seem possible, but this issue starts my third year as editor of your magazine. The past two years have been the swiftest, mainly because of the interest and enthusiasm this work generates in a person. Of course, another thing that speeds up the calendar is that deadline that pops up every month.

These have been wonderful, fruitful, exciting years for me. I hope the articles in that period have been profitable and interesting to you. That's the real reward for me.—Art Schuelke

**REPRINT SERVICE FOR OUR READERS**—Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$15 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor:  
NATIONAL CLEANER & DYER  
305 East 45th Street, New York 17, N. Y.

## FEATURES

- |   |                     |           |
|---|---------------------|-----------|
| <b>New Face, New Place</b> .....  | By Art Schuelke     | <b>32</b> |
| <i>Read this for new ideas in call office interiors</i>                     |                     |           |
| <b>How New Boiler Cuts Fuel Cost</b> .....                                  | By Gerald Whitman   | <b>36</b> |
| <i>Here's a plant with a "free" boiler</i>                                  |                     |           |
| <b>How Invoice Machine Saves \$1,000 a Year</b> .....                       | By Gerald Whitman   | <b>40</b> |
| <i>Automatic "list everything" device saves labor and eliminates errors</i> |                     |           |
| <b>Modernization Pays for Itself</b> .....                                  |                     | <b>46</b> |
| <i>New layout and equipment speed service here</i>                          |                     |           |
| <b>How To Sell by Mail</b> .....  | By Gerald Whitman   | <b>50</b> |
| <i>Suggestions for making Uncle Sam an effective salesman</i>               |                     |           |
| <b>Easing Traffic for Electrical Highways</b> .....                         | By Joseph C. McCabe | <b>66</b> |
| <i>Some tips to help make your wiring safe</i>                              |                     |           |
| <b>Your Guide to a Profitable Household Department</b> .....                |                     | <b>72</b> |
| By Laura Herrmann Porterfield   |                     |           |
| <i>Part 3—Drapes are easy to do when these steps are followed</i>           |                     |           |

## DEPARTMENTS

- |   |           |                                 |           |
|---|-----------|---------------------------------|-----------|
| <b>New Products and Literature</b> ..     | <b>10</b> | <b>People and Places</b> .....  | <b>86</b> |
| <b>Business Builders</b> .....            | <b>18</b> | <b>Obituaries</b> .....         | <b>90</b> |
| <b>Gadgets and Gimmicks</b> .....         | <b>22</b> | <b>Meetings Scheduled</b> ..... | <b>90</b> |
| <b>Editorial</b> .....                    | <b>30</b> | <b>Advertisers' Index</b> ..... | <b>95</b> |
| <b>Signs of the Times</b> .....           | <b>38</b> | <b>Our Readers Say</b> .....    | <b>96</b> |
| <b>N.I.D. News</b> .....                  | <b>62</b> |                                 |           |
| <b>Association Notes</b> .....            | <b>64</b> |                                 |           |
| <b>Legal Decisions</b> By A. L. H. Street | <b>81</b> |                                 |           |
| <b>News From the Allied Trades</b> ..     | <b>82</b> |                                 |           |





# IT COSTS SO LITTLE

## to install Street's Extractor-Rinse\*

Your old equipment may be converted to provide all of the advantages of the 2-Bath method at a surprisingly low cost.

In addition to the equipment already employed in your old no-rinse charged system, only the following items are required:

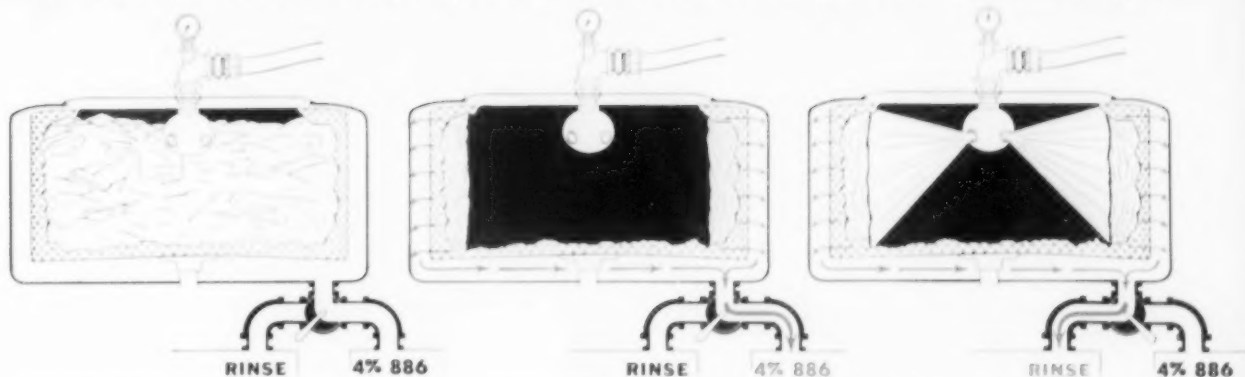
1. Specially designed spray unit for installation on inside of extractor cover. Supplied on loan without charge by Street's, complete with pressure gauge and syphon breaker.

2. Two-port valve for installation at outlet of extractor to separate 4% extractings from rinse extractings. One outlet is piped to a tank reserved for the 4% charge. The other outlet is piped to another tank reserved for purified rinse solvent.

3. Rotary pump. For pumping purified solvent from rinse tank through spray unit in extractor. This purchase is not necessary when a suitable service pump is available.

This leaves only the piping, fittings and labor to complete the total cost.

### HERE IS HOW Street's converts your present extractor for recovering and rinsing the 4% charge...



The above drawing shows a 30-inch extractor equipped with Street's specially designed spray cluster installed under the lid, and with a two port valve at the drain line. Note that one outlet from the two-port valve leads to a tank reserved for the 4% 886, while the other outlet leads to another tank reserved for purified rinse solvent.

The drawing shows the stationary extractor loaded with loose garments which are saturated with charged solvent after having been immaculately cleaned in the washer during a 30 minute run in 4% 886 with Conductivity Control.

Here the extractor has been brought up to speed. Note that the centrifugal force has compressed the garments into a wall which occupies a space of only approximately 4 inches within the extractor basket.

The small arrows show the extracted 4% charge going out of the sides of the basket.

The two port valve has been set to lead to the tank reserved for 4% 886, and the large arrows show how the extracted 4% solution is recovered for repeated use, thus providing for very low detergent cost in relation to pounds of fabrics cleaned.

This drawing shows that the two-port valve has been reversed so that it now leads to the tank reserved for purified rinse solvent.

The pump is now delivering rinse solvent through Street's specially designed spray cluster.

Note the fan-shaped spray of solvent which covers the entire depth of the wall of garments. This ensures thorough and uniform rinsing.

The small arrows show the rinse solvent going through the garments and out the side of the basket. The large arrows show how the rinse solvent is recovered without interchange with the charge.

Ask for a survey of your plant to be made by one of Street's 50 field technicians, all of whom are highly trained in planning, installing and servicing the X-R process. Address your request to R. R. Street & Co. Inc. 561 West Monroe Street, Chicago 6, U.S.A.



# **DON'T PASS THIS ONE UP!**

For the past year, at Eaton Chemical and Dyestuff Company, we've been carefully preparing and publishing our informative and very practical "Stories" for the dry cleaning industry. Now comes the big one . . .

## **EATON'S DRY CLEANING STORY.**

The Dry Cleaning Story is an explanation of what you should expect from your dry cleaning detergent, the reasons for many of your dry cleaning problems, and where to look to correct these problems. It's an interesting and valuable piece of literature which you'll be glad you've read. Your cleaner and spotter will also enjoy it.

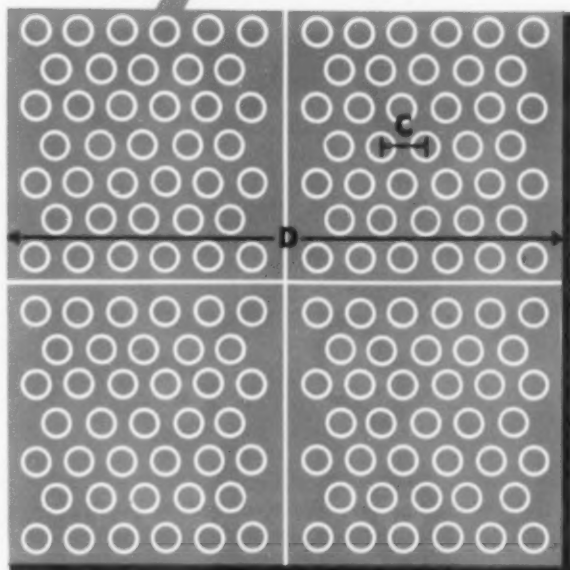
Write today for your FREE copy of Eaton's Cleaning Story. We'll send it to you immediately.

Eaton Chemical and Dyestuff Company,  
1490 Franklin Street, Detroit 7, Michigan.  
*Canadian Plants: Toronto and Windsor.*

*Advertisement*



# Performance-



where  
performance  
counts most!

What you pay for in any filter is:

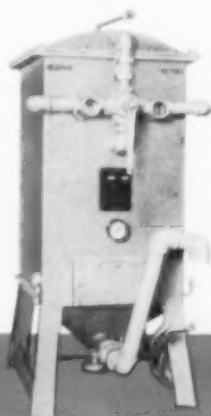
- ① Filtering surface.
- ② Operating efficiency!

Dimensions "D" same in both cases—"C" likewise.

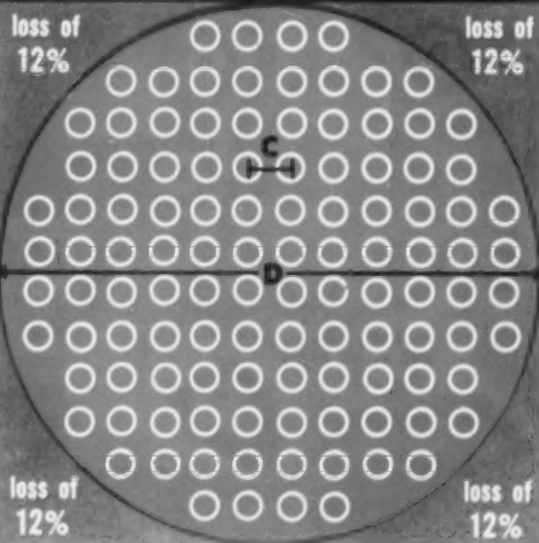
Comparing a square WASHEX filter with a round one, you can see that the WASHEX Tube Filter accommodates more tubes . . . 12% more . . . than a round filter. And more tubes mean more effective filtering area to trap soil. Result, you get longer operating periods between backwashing.

The open type mesh of the WASHEX filter tubes is virtually non-clogging! No need to *boil* the tubes in caustic or to blow with steam. The filter cake is readily removed by backflushing. De-mucking is simplified and sludge shovelling eliminated by an *automatic* sludge actuator.

Rating for rating, between 2,000 to 15,000 GPH capacities, WASHEX Tube Filters *pack* more performance in as much as 40% less floor space than round filters.



6-305



## WASHEX MACHINERY CORPORATION

192 Banker Street, Brooklyn 22, N. Y.

Please send me further information on the WASHEX Tube Filter.  
I'm interested in \_\_\_\_\_ GPH capacity.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**WASHEX MACHINERY CORPORATION**  
192 Banker Street, Brooklyn 22, N. Y.



Get  
off the  
SPOT  
with...

# CALED'S Spray Spotter

**Go Modern—Spot the Easy Way  
WITH THE GREATEST LABOR-  
SAVER OF THEM ALL!**

Use Caled's Spray Spotter and spray away wetcleans—spotting—rings. Spray Spotter does the work of old-fashioned, time-wasting methods of spotting—easier and faster . . . works equally well with all types of solvents . . . all charge systems . . . and all spotting tanks. No skill required—simply brush or spray. You'll like the way Caled's Spray Spotter helps you reduce handling, save time and speed work through all departments. No wrinkles . . . no color change. Just smooth, clean garments all ready for your finishers.

**HERE'S HOW TO GET YOUR WORK OUT  
FASTER AND EASIER!**

Just mix 1 gallon of Caled Spray Spotter into 4 gallons of water in any spraying tank. Spray this stock solution on dirty pants, sport shirts, dresses, skirts, rainwear—anything you would normally wetclean or hand spot. Throw them right back in the drycleaning wheel with your next dry soap run.

If you have no tank, brush Caled Spray Spotter over the soiled area and rinse out in the charge solvent.

**Order your supply of Caled Spray Spotter from  
your jobber now!**

**IN GOES  
DIRTY  
WORK**



**OUT  
GOES HAND  
SPOTTING  
...wetcleans**



**UP GOES  
YOUR  
PROFIT**



**DOWN GOES  
TIME-LABOR  
COST**



**ONE  
SHOT  
SPOTTING  
...it's so  
easy!**



**CALED PRODUCTS CO., INC.**  
BRENTWOOD, MARYLAND



## MODERN garment handling builds your profits



### DIALAMATIC CONVEYOR

**Saves Time**—Dialamatic delivers garments to the counter in seconds. Your attendant stays with the customer, eliminating annoying delays caused by searching for garments.

**Saves Space**—39% more orders handled in the same space you now use. Patented 30° hanging of garments stores more garments per square foot of space.

**Boosts Sales**—Efficient, modern garment delivery is a big plus in customer relations . . . instills confidence in your over-all operation. Dialamatic attracts customers into your place of business.

### DIAL AND DELIVER

As easy as dialing a telephone . . . and faster! Just turn the dial to the order number and there it is . . . the complete order at your sales counter in seconds.



DETXEX CHEMICAL INDUSTRIES, INC.  
Dept. AC-70  
Box 501, Detroit 32, Michigan

Send me more information on the Dialamatic  
Conveyor and how it can boost my sales.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**DETXEX** CHEMICAL  
INDUSTRIES, INC.  
BOX 501, DETROIT 32, MICHIGAN



## NEW PRODUCTS

## AND LITERATURE

### Newhouse Button Remover



A device that snips off any size button has been developed and patented by Newhouse Specialty Company. Useful for removing buttons before dry-cleaning the device has parts of chrome steel and die-cast aluminum. A single-edged blade supplies the cutting power. The button remover is suggested for use both at the front counter and in the marking and alterations departments.

Additional information may be obtained from Newhouse Specialty Company, 3827 San Fernando Rd., Glendale, Calif.

### Rema Dual Air Valve System



To meet the demand for increased vacuum capacity, Rema

has designed the Rema Dual Dri-Vac. This unit consists of two vacuum motor turbines on one large vertical condenser tank.

Advantages stated by the manufacturer include compactness, savings in operating costs, since units may be shut down during periods of light production, and continued workflow in case of mechanical failure. Simple to install, the model is available in two sizes, for 12- and 16-press capacity.

Complete information may be obtained by writing direct to Rema Corporation, Box 80, Norwalk, Conn.

### Air-Powered Stapler



A new stapling machine has been introduced by The Staplex Company. Known as Model SA-100 it is equipped with a three-way air switch valve for either foot, knee or hand operation. It is said to be easy loading and uses standard 1/4-inch leg staples. It operates anywhere air lines are available.

The unit is portable, weighing seven pounds. For further details write The Staplex Company, 777A-315 Fifth Ave., Brooklyn 32, N. Y.

### New Pile Fabric Finishing Package

"Feel-Text," a new package containing materials for processing and finishing all furlike pile fabrics in standard drycleaning tumblers, has been presented by Fur-Feel Corp. Materials included are: one gallon of Formula 101 prespotter, one gallon of Feel-Text liquid formula, two boxes of Feel-Text process flour, one tumbling bag, one de-lint pad and one measuring cup.

Use of these materials is also said to add luster to alpaca, cashmere, fleeces and regular furs.

For more information write to Fur-Feel Corp., 238 Eagle St., Brooklyn 22, N. Y.

### New Shell Solvents

Announcement of two new petroleum solvents for use by the drycleaning industry has been made by the Shell Oil Company. Shell-Sol 36 and Shell-Sol 14, both in the mineral spirits distillation range, are being produced at Shell's Houston, Tex., refinery. They will be stocked in bulk both at Houston and at Sewaren, N. J.

Complete information about these new solvents may be obtained from Shell Oil Company, 50 W. 50th St., New York 20, N. Y., or its district and division offices.

### Color Movie by Du Pont

A new 13-minute color film, giving a behind-the-scenes tour of a cleaning plant, has been produced for consumer showing by E. I. du Pont de Nemours & Co., Inc., Wilmington, Del. Entitled "Two Hour Miracle," the motion picture actually follows a suit and dress through each cleaning operation.

Available through Perdene distributors, the film is recommended for showings at PTA meetings, home economics classes, adult education groups, bridge clubs and the like.

### Automatic Water Softener

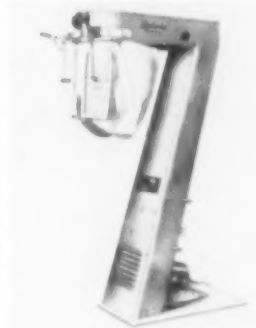


A new, completely automatic water softener, known as the Kis-Ca-Matic, has been developed by The Kisco Boiler & Engineering Company. It is simple in design and is completely contained in a compact, white enamel cabinet with porcelain-enameled top and front panel. It is designed to operate almost without attention. It is only necessary to add salt several times a year. Regeneration

is accomplished by means of a timer and automatic mechanism. The unit uses 2 1/2 watts of electricity except during the regeneration period when 25 watts are used for a period of 1 1/2 hours.

Catalog literature on the Kis-Ca-Matic water softener is available on request from the Water Softener Division, Kisco Boiler & Engineering Company, 2400 Dekalb St., St. Louis 4, Mo.

### Deluxe Topper-Matic



F & H Industries, Inc., has introduced its new deluxe model Topper-Matic. The unit features a neat "Z"-shaped contour, designed to minimize floor space requirements to 22 inches wide by 36 inches deep and allow greater freedom of movement for the operator. By means of a toggle switch either steam or air may be applied to trouser tops and the machine operated either manually or automatically.

Topper-Matic finishes the trouser tops without shine or seam marks, removes crotch wrinkles and static and conditions the entire leg, the maker claims.

Finished in baked enamel, the deluxe Topper-Matic will be available in a variety of colors. A spray gun attachment is included as standard equipment. Features of the standard model remain the same in the new unit.

Address further inquiries to F & H Industries, Inc., Dorchester House, Dallas, Tex.

### Truck Accessories Catalog

A 12-page, two-color "Necessaries" catalog describing and illustrating accessories for In-

### YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.



To Get Top Quality Results . . .

To Reduce Claims and Losses . . .

## GET THIS BIG MANUAL

Thousands of drycleaners are putting "Fabric Facts"—our big, new manual—to practical use. They find it takes the guesswork out of handling all kinds of regular and man-made textiles.

"Fabric Facts" is simple, down-to-earth, easy to understand—in fact, there's no manual like it for bringing veteran employees up-to-date on the subject, and for teaching new help f-a-s-t!

Chapter headings in the manual? Here they are (and check 'em against the wide variety of materials you're being asked to process today):

- **Cottons**
- **Linens**
- **Acetates**
- **Orlon-Dynel Pile Fabrics**
- **Wools**
- **Silks**
- **Rayons**
- **Thermoplastics**
- **Miscellaneous Fibers and Materials**

Don't miss "Fabric Facts"! As a 9-lesson course in identifying, cleaning, spotting and finishing textiles, it's worth its weight in gold. Just fill out and mail the handy coupon.

---

TO: **NATIONAL CLEANER & DYER,**  
305 EAST 45th STREET, NEW YORK 17, N. Y.

Please enter my order for \_\_\_\_\_ copies of "Fabric Facts" at \$1.00 per copy.

☐ Remittance enclosed

☐ Send bill

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

AUTHORIZED BY \_\_\_\_\_

TITLE \_\_\_\_\_



ternational trucks has been issued by International Harvester Company. The accessories shown were selected as providing greater comfort, safety or convenience of truck operation.

Catalog, Form MT-93, can be secured by writing to the Consumer Relations Department, International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

#### New Aid for Drycleaners



The newest item in the Vic line is an auxiliary tank that makes it possible for a cleaner, regardless of the make or model of his cleaning machine, to offer his customers either sizing or waterproofing. Made of steel, the newly designed tank attaches easily to any cleaning machine, petroleum or synthetic. It may also be used as a manually operated extra solvent bath.

With the unit comes a fingertip control panel which can be mounted in any location. The tank is completely lined throughout for corrosion resistance.

For further details write to the Vic Manufacturing Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

#### Device Speeds Marking

The use of fluorescent keyboard indicator strips on all Fantom-Fast marking machines has become standardized, according to the National Marking Machine Co., Cincinnati, Ohio. Because these keyboard characters are more easily read, setup time and accuracy of the markers are said to be speeded.

More information may be secured from the National Marking Machine Co., 4026 Cherry St., Cincinnati 23, Ohio.

#### YOUR REQUEST

For further information will get quickest and most complete attention as a worthwhile inquiry when it's written in your letterhead. Be sure to mention NATIONAL CLEANER & DYER.

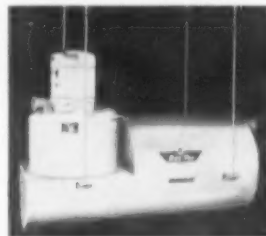
#### Two New Shields Units

The Shields Engineering and Manufacturing Company has announced two completely new synthetic drycleaning machines. These are available in 50-pound and 80-pound sizes and are adaptable for either the single or two-bath charged system.

Improvements in reclamation and general operation permit processing of up to 12,000 pounds of garments per drum of perchlorethylene solvent, according to the manufacturer. Other innovations include a newly designed ventilating system, which means greater safety for the operator.

Further information and descriptive literature may be obtained by writing directly to the Shields Engineering and Manufacturing Company, 277 E. 165th St., Cleveland 10, Ohio.

#### Rema Overhead Vacuum



Rema Corporation has developed an overhead vacuum system for plants seeking additional work space in limited quarters. The system is powered by the Dri-Vac turbine which is set on a condenser tank made of heavy sheet steel. Metal supports are welded to the sides of the tank to facilitate easy installation. The Overhead Dri-Vac is available in 5- and 8-gallon capacity.

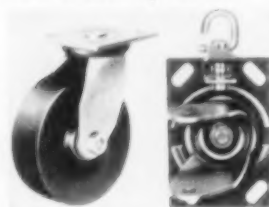
Complete information may be obtained by writing direct to Rema Corporation, Box 86, Norwalk, Conn.

#### New Fur Cleaning Service

The Walter Haertel Company has announced the establishment of a new fur cleaning and repair service on a wholesale basis. The Haertel management states that the new department, which will also handle man-made furs, is under the supervision of experienced furriers with many years of experience in this field.

Complete handling forms and facilities for shipping are available from the Walter Haertel Company, 2840 Fourth Ave. S., Minneapolis 8, Minn.

#### New Casters by Colson



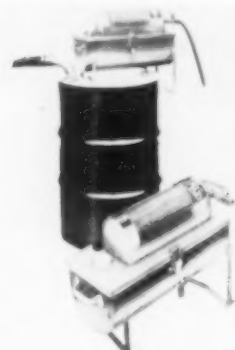
The Colson Corporation has introduced a new series of heavy-duty sealed-bearing casters in two capacity ranges, 140 to 800 pounds, and 590 to 1,500 pounds. Both series are available in rigid and swivel models.

The swivel model includes a lock capable of holding the swivel in any of four positions, for temporary conversion into a rigid caster. The casters include neoprene seals to protect the swivel and wheel bearings from water, dirt, grit, detergents and other material harmful to the lubricants and bearings.

Shown above is the swivel model without the swivel lock. The four-position swivel lock at the right is factory installed and available on all swivel casters in this series as optional equipment.

For details write to The Colson Corporation, Elyria, Ohio.

#### New Tank Kit Offered



A simple, fast and safe means of pickup and transfer of fluids into standard sealed drums of larger tanks is claimed with the use of Vac-U-Max Tank Kit. The maker states it will fill a 55-gallon drum in less than 90 seconds. Solvents — synthetic and petroleum, coolants, chemicals and fuels for reclaiming or disposal are safely handled without explosion or other hazard. The unit is completely portable and easily moved from drum to drum.

The same unit or a slight modification of it may be adapted for use on larger tanks.

Write for complete information

to Vac-U-Max Sales Company, 1 Montgomery St., Belleville 9, N. J.

#### Goldman Presses in Color

All Goldman pressing machines, including the Easy-Matic utility press, the Airmatic air-operated press and the Easy-Press offset finisher are now available in five pastel shades plus oyster white, according to a statement by vice-president Norman Goldman. Colors include blue, green, gray, yellow and pink.

Full information and literature on Goldman units may be obtained by writing Goldman Pressing Machine Corp., 400 W. Broadway, New York 12, N. Y.

#### New Dehumidifier Offered

Dryomatic Corporation has reported the development of a new commercial-industrial dehumidifier. Suitable for low-humidity storage and processing applications, Model 105 is an automatically regulated dual-tower unit which uses silica gel as its drying medium. It is said to maintain humidities down to 10 percent in areas up to 35,000 cubic feet, over a wide range of temperatures. It may be used either alone or in combination with cooling equipment in comfort conditioning systems. A special feature of the model is a newly designed valve system which allows complete separation of dry air and the reactivation of air streams.

The self-contained unit may be installed either inside or outside the dehumidified area. It is furnished complete with humidistat control for fully automatic operation. Specifications are: 40 by 20 by 37 inches, weight 320 pounds.

For complete details write to Dryomatic Corporation, 806 N. Fairfax St., Alexandria, Va.

#### New Portmar Water Heaters

A catalog describing its line of WH Series twin-coil volume water heaters has been published by Portmar Water Heater Company. Fired with oil or gas and built to ASME boiler code specifications, the heater automatically supplies hot water through submerged twin coils, without a storage tank. There are 14 sizes available with capacities from 300 to 6,000 g.p.h.

The catalog includes full details and several informative charts. For a copy, write to Portmar Water Heater Company, Inc., 193 Seventh St., Brooklyn 15, N. Y.



*Is residual odor your problem?*



## **SHELL SOL 105**

for most  
dry cleaning systems



## **SHELL SOL 140**

where high flash point  
is required and where  
low odor is important

**BOTH** are approved and listed  
by the National Institute of Dry Cleaning  
and Underwriters Re-Examination Service

### **SHELL OIL COMPANY**

50 WEST 50TH STREET, NEW YORK 20, NEW YORK  
100 BUSH STREET, SAN FRANCISCO 6, CALIFORNIA





RUGS - FURNITURE - DRAPES - BLANKETS

JOHNNY'S DRY-DRIVE CLEANERS  
CAREFUL CLEANING - EXPERT DYEING  
SEND US YOUR MOST DELICATE GARMENTS  
WE DO OUR OWN CLEANING

PHONE WALNUT 5-5424

1014 WEST MAIN  
SANTA MARIA, CALIF.

JOHN PATINO



May 29, 1959

Dicalite 7 has virtually wiped out my linting problem.  
I make this statement with no reservation.

Prior to using Dicalite 7, I was plagued with incessantly increasing linting problem. The seriousness of this problem prompted me to seek some kind of remedy.

Dicalite 7 with its anti-static properties appeared to be a possible solution to an annoying and costly problem common to virtually all dry-cleaners. The first application of Dicalite 7 in my dry cleaning equipment was not only enlightening but astonishing. The linting problem was reduced by more than 90 percent. Not only are the garments coming out brighter but Dicalite 7 has saved me more than two hours of tedious labor daily. In addition to the anti-linting properties of Dicalite 7, the filtration characteristics of Dicalite 7 is equal or even superior to any filteraid powders I have used in the past.

I am fully convinced that Dicalite 7 is far superior to any other filteraid powder offered on the market today.

*John S. Patino*  
Johnny Patino

What could we  
possibly add  
to Mr. Patino's  
statement?\*

\*Nothing—except that Dicalite 7 works perfectly in charged-system cleaning, also, in either the one-bath or two-bath method, without cutting the charge!

Make your summer easier with Dicalite 7—your supplier has it or will get it for you if you ask him.

Dependable  
GLC  
Dicalite®  
DIATOMACEOUS MATERIALS

DICALITE DEPARTMENT • GREAT LAKES CARBON CORP., 612 SO. FLOWER ST., LOS ANGELES 17, CALIF.

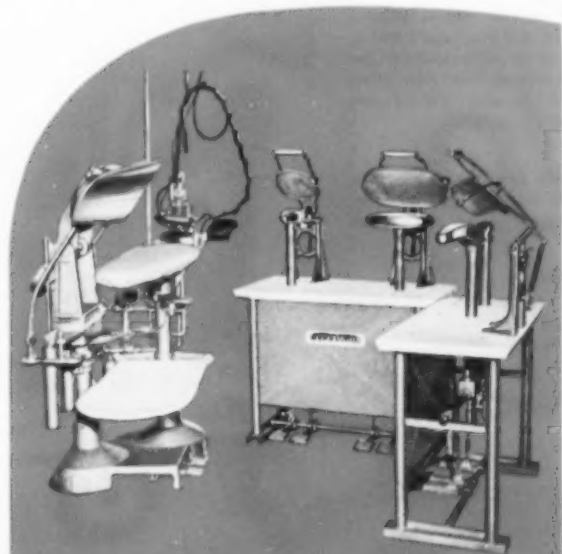


# KING COTTON *means* KING-SIZE PROFITS

with an

## EXCELSIOR

ONE-GIRL SILK FINISHING UNIT



The Big Profit-Making features of the Excelsior One-Girl Silk Finishing Unit are:

- Offset Press has small end of the buck on the left, enabling operator to use it as ironing board. Also permits her to use iron to touch up that part of the garment that cannot be finished with the Offset head.
- No leverage foot pedals required on the Offset Press or Fabrichead Unit.
- Vacuum lock eliminates shine and seam impression marks.
- Vacuum is required on puff irons to dry the garment by setting the sizing to give the same finish to the top of the dress that is given to the skirt.
- Fabricheads on puff irons give additional pressure required to finish cottons and all other hard materials.

## EXCELSIOR

ONE-GIRL SILK FINISHING UNIT

It's Cotton Clinic time again! Time for big volume and big profits on cotton garments. Be sure you get *your* share with an Excelsior One-Girl Finishing Unit!

A sizing tank installed next to the Offset Press enables your operator to turn out a better cotton garment in less time. Yes, this "rugged workhorse" makes time . . . so it's *got* to make money!

The results? Almost any girl can finish as many as 15 cotton, rayon, silk and wool dresses\* per hour with the Excelsior One-Girl Finishing Unit!

*Now* is the time to get set for big summer profits. Build your Cotton Clinic around an Excelsior. *And remember, if you think you can't afford the Excelsior One-Girl Finishing Unit, you probably need it most!*

*Ask your jobber to show you "Two Hour Miracles" and "Going to the Cleaners", Excelsior's new sound movies in full color. There's an Excelsior jobber nearby to serve you . . . or write direct for descriptive literature.*

\*or their equivalent, including plain, fancy and wet-cleaned



**Excelsior Machinery Company**

1452 Randolph Street • Detroit 26, Michigan



Jean Smart says -  
**"Only HOYT designs"**

**BE SURE THESE HOYT**



Join the leaders and insist that your new reclaimer has these advanced and exclusive Hoyt features so important to the success of today's . . . and tomorrow's . . . cleaning and finishing methods. The quick advance of new synthetic fabrics, thermoplastics, piles, etc., demands controls never before needed. For instance . . .

► **QUICK-COOLING CYCLE**

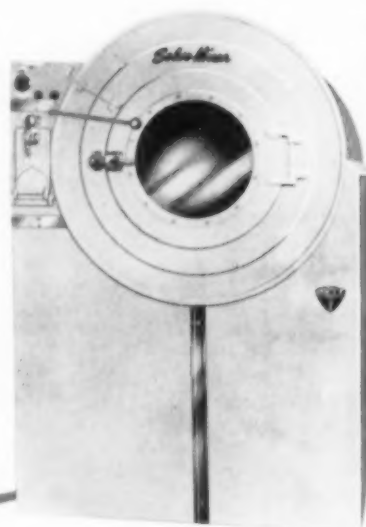
Hoyt's Quick-Cooling Cycle permits you to reclaim the last traces of perc while the cooling cycle is in operation, thus reducing or eliminating the need for deodorization. Reclamation continues during this cooling period. It also allows just the right basket temperature required.

► **AUTOMATIC TIMING SYSTEM**

The Electric Timing System permits semi-automatic operation, assures correct load runs, frees operator for other duties, guarantees maximum output.

► **YES, EVEN THE SMALLEST DETAILS**

Even the smallest details are covered by Hoyt features.—The Deodorizing Warning Light is an example . . . guards those dollars all too often wasted up the flue.



Pardon, sir, — "Lint?"  
**King Sized Lint Trap.** Ideally located at shoulder height. Easily cleaned in 27 seconds or less.



Pardon, sir, — "Maintenance?"  
**Designed for quick servicing.** Coils, fans, and fan motor are readily accessible from the front of the reclaimer. Handy cleanout door is provided for condenser coil.



Pardon, sir, — "Size?"  
**You must have the right size reclaimer.** A reclaimer too large or too small for your drycleaning machine continually wastes your time and money. Only Hoyt offers you *all* sizes of reclaimers.



# reclaimers to lead with the Leaders!"

## RECLAIMER FEATURES\* WORK FOR YOU

\*Patents applied for.

### ► SPECIAL AUTOMATIC CONTROLS

These controls can be ordered with your reclaimer giving the ultimate in solvent reclaiming automation.

### TRIPLE DIAL CONTROL

Permits complete flexibility of any or all cycles—reclaiming, cool-down or deodorizing—flexibility never before obtainable in solvent reclamation control . . . the operator has only to set the dials and is then free for other duties.

### TEMPERATURE CONTROL

Temperature is exactly maintained merely by setting a dial—a must in cleaning heat-sensitive pile garments.

### LOADTROL

Operator can now vary the cylinder speed to give the proper tumbling action for any size load or type of garment. Small loads, or articles requiring general tumbling, can be tumbled at slow speeds for full aeration and fluffing, eliminating swales, wrinkling, etc. If desired, you can completely stop the cylinder and still have reclamation!

### AUTOMATIC WATER CUT-OFF

Water is shut off automatically when machine is not in use. No more going to the rear of the machine—or forgetting—to shut off the water.

\*\* Special Automatic Group Reclaimer includes all features listed above



\*\*

Another HOYT

**FIRST**

All-Purpose Cabinet



Not only a reclaiming cabinet but a once-through drying cabinet. Just imagine the implications of this cabinet in view of the rapid strides being made today in sizing, mothproofing, and water-proofing methods.

Jean says -



*Play it Smart . . . be sure you get Hoyt features on your Reclaimers!*

## HOYT

MANUFACTURING CORPORATION

14 Forge Road • Westport, Massachusetts

- ☐ Series "57" Super Fast Solvo-Miser
- ☐ Special Automatic Controls
- ☐ All-purpose Cabinet

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_



## BUSINESS BUILDERS

### Cleaner Mails House Organ

**WARDROBE WISDOM**

Reader: Right! Wardrobe wisdom and how to make it work for you. It's the only magazine for the professional cleaner and tailor. It's the only magazine for the professional cleaner and tailor. It's the only magazine for the professional cleaner and tailor.

**FOUND**

**D. HACKERMAN**  
Cleaners - Tailors - Storage  
MAIN OFFICE & PLANT: 1200 BEDFORD ST. RD.  
PITTSBURGH, PA. 15203  
HUNTER 3-3535

Keeping its name before the public is made easier for D. Hackerman Cleaners-Tailors in Pikesville, Maryland, through the use of a monthly house organ sent to its customers.

Imprinted on a 5-by-6½-inch colored card, copy is divided evenly between humorous sayings and informal advertising messages. Mailed

to some 1,000 old and new customers each month, the pieces have engendered many complimentary comments from recipients.

### Service Station Conversion

Plantowners with opportunities to lease abandoned filling stations can get some remodeling ideas from Sudden Service Drycleaners at Fresno, California. It's hard to believe the call office pictured on our cover this month was once a filling station.

Only two ends of the original building remain. The front has been made all glass. Decorative walls at each end of the office, plus the overhead panel, successfully screen off the older buildings behind the store.

The lower fence behind the vertical posts is made of tongue-and-groove siding and has cutouts of a rabbit, which is used as the plant trademark. Floodlights behind the fence illuminate the cutouts at night.

The handy service window has caught on so well that few patrons ever enter the beautiful call office any more to transact their business. The painted lines on the pavement help to guide motorists to the convenient window.

as are all presses and machinery in the plant.

Owner George Amos uses another attention-getter. The lighting fixtures in the plant and call office are connected to a timeclock. This arrangement permits the lights to be on until 10:00 p.m. Motorists and pedestrians throughout the evening can view the entire interior of this model plant. The length of the building runs parallel to the street and this side of the plant is all glass.

### Extra Protection by Packaging



Drycleaners are not being realistic about their packaging, according to V. B. Bagert of Bagert Cleaners, New Orleans, Louisiana. Most products today are carefully and scientifically packaged to reach the consumer in the best possible condition, no matter how carelessly they have been handled on the way. Many such products are much more durable than the crisp fresh press of a suit of clothes, too.

Therefore the Bagert packaging includes more than a phlofilm bag. A cardboard hanger cover with a wide top keeps coat shoulders rounded. The coat front is secured by a button card that overlaps the front edges several inches. This preserves the drape of the lapels and causes the sleeves and seams to hang naturally. An extra touch is the simulated handkerchief of paper tucked in the upper coat pocket.

This "handkerchief" is the only packaging item bearing Bagert's name, thus holding down costs on the other items. Copy on the handkerchief calls attention to the protection given a garment until it is hung in the customer's closet.

### Repair Department Draws Business



Quality drycleaning includes free repairs. To get this point across to the customers Amos Cleaners of Concord, New Hampshire, use a subtle technique.

The repair department is located

prominently in the front window of this drive-in plant. Passersby and parking customers can see for themselves what special attention is given to the minor details. The sewing department equipment is painted white,



*no matter which  
method you use for  
spot removal...*

spot  
removal  
in the wheel

pre-spot re-run  
method

bath  
method

dipping  
method

sifter  
method

**the**

# RSR

**process**

**is the most dependable**

**FOR TURNING OUT BETTER WORK WITH  
GREATEST SAVINGS IN SPOTTING COSTS**

FOR RESTORING FABRIC FINISH  
TO THE GARMENTS YOU CLEAN

Two Superior, High Quality Products  
That Are Building Sales Volume And  
Good Will From Coast to Coast.

**DRYCON**

CONCENTRATED DRY SIZING

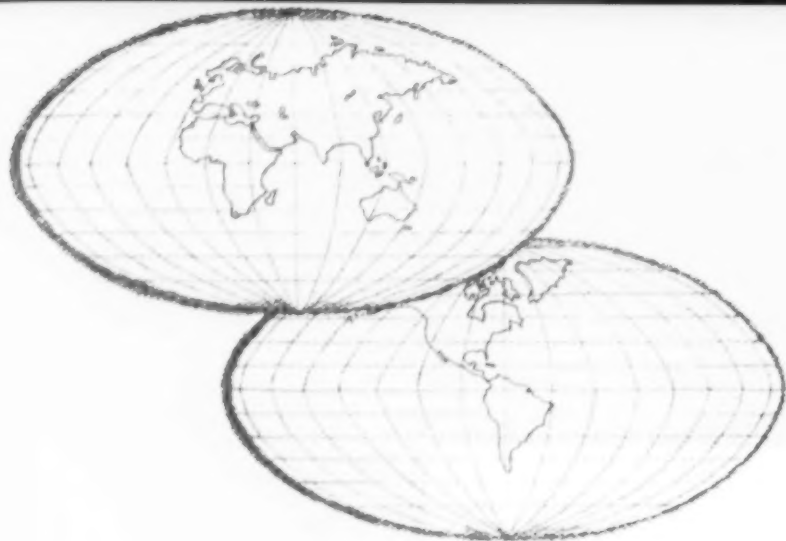
**SACON**

WATER SOLUBLE  
SIZING

*The manufacturing facilities, the laboratory skills, the integrity  
of the house...stand behind all products of Wallerstein Research*

**WALLERSTEIN COMPANY, INC. 180 Madison Avenue, New York 16, N. Y.**





# "nobody else

Everyone knows that from coast to coast leading drycleaners rate our magazine No. 1 in the industry. But a lesser known fact is that around the world, drycleaners give us that very same rating.

From all the four corners of the earth there is evidence that NATIONAL publishes the kind of information drycleaners want—no matter where they are. From Alaska to South Africa they look to NATIONAL—and NATIONAL only—for facts on how to get more drycleaning business, process it faster and better and make more money.

On this page we've reproduced a letter from just one of our thousands of subscribers overseas.

NATIONAL CLEANER & DYER has paid subscribers in these countries

ALASKA  
ARGENTINA  
AUSTRALIA  
AUSTRIA  
BAHAMAS  
BELGIUM  
BERMUDA  
BRAZIL  
BRITISH WEST INDIES

CANADA  
CANAL ZONE  
CHANNEL ISLANDS  
CHILE  
COLUMBIA  
COSTA RICA  
CUBA  
DENMARK  
ECUADOR

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HOLLAND  
INDIA  
IRAQ

IRELAND  
ISRAEL  
ITALY  
JAPAN  
MEXICO  
NEW ZEALAND  
NORWAY  
OKINAWA  
PAKISTAN



# than yourself is fit for that"

It speaks volumes, and proves again that when drycleaners want authoritative help, when they have questions about equipment and supplies, when they're being influenced by advertising, they *think* NATIONAL.

Overseas, as well as in the United States, drycleaners are swamped with free publications. But to get the help they need and read they pay cold cash for

## NATIONAL CLEANER & DYER

*First in the Drycleaning Industry Since 1910*

305 East 45th Street, New York 17, N. Y.

ORegon 9-4000

**ABC/ABP**

PANAMA  
PERU  
PHILLIPINES  
PUERTO RICO  
SCOTLAND  
SOUTH AFRICA  
SPAIN  
SWEDEN

SWITZERLAND  
TASMANIA  
TRINIDAD  
TURKEY  
URUGUAY  
VENEZUELA  
VIRGIN ISLANDS  
YUGOSLAVIA

### A LETTER FROM ONE OF OUR OVERSEAS SUBSCRIBERS

Athens, Greece

"Gentlemen:

"On receipt of \$1, please send me 'The Manual for Training Woolen Finishers' by Mrs. Laura.

"Also kindly give me counsel concerning the method of fixing the Steam Pressing Machines, as *nobody else than yourself is fit for that*.

"I enclose you in a separate plan the dimensions of my Pressing Departments.

"The Steam Presses for which I am interested are the following:

- 6 Utility Steam Presses for ironing woolen suits
- 1 Utility Steam Press for ironing linen suits
- 1 Mushroom Steam Press
- 1 Steam Press for ironing coat shoulders
- 1 Trouser Former

"Please note that by the aid of your magazine, I have, till now, bought from U.S.A. several machines and chemicals of a value more than \$67,000.

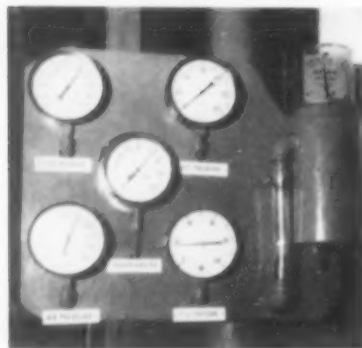
"Awaiting your prompt reply, I remain Gentlemen,

Yours faithfully,  
(Signature)"



## GADGETS and GIMMICKS

### Control Panel Improves Cleaning Quality



In an effort to eliminate errors and cut down guess work in the cleaning room, another step towards automation has been taken by an Albany, New York, plant.

Louis Arnos of Fashion Cleaners and Dyers has created what he calls an automation panel. It is a series of dials and controls placed on a board so that the cleaning man can tell at a glance whether or not the cleaning

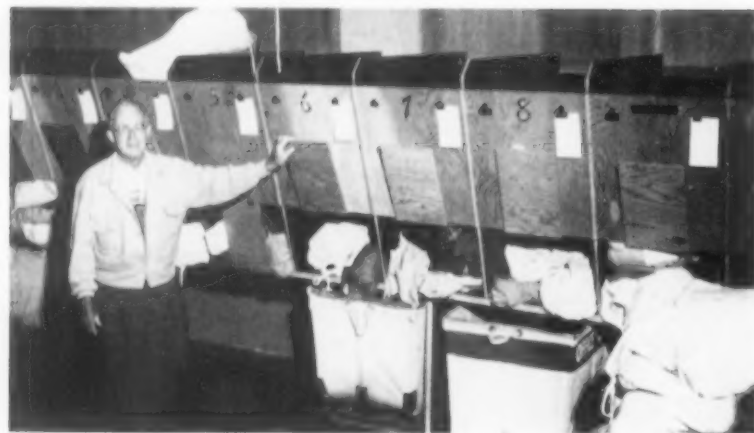
unit is running at the proper temperatures and pressures.

The control panel has six gauges in all and has been, says Mr. Arnos, a great help in standardizing his dry-cleaning and producing a better quality job.

One dial measures steam pressure which is usually kept between 70 and 80 pounds. Another is the jet pressure for the extraction period. This control only registers during extraction and is usually held at 10 pounds of pressure. A temperature control holds solvent at 75 degrees. A fourth control tells of the air pressure which is maintained at 100-120 pounds. Filtration readings are taken from still a fifth dial. The final control governs the relative humidity.

The automation panel, says Mr. Arnos, is easy to assemble with some mechanical knowledge. The dials are easily obtainable and are mounted on a simple board. To add to the color of the plant he has painted the board the same color as the cleaning unit.

### Novel Bin Arrangement Speeds Workflow



A separate storage bin for each of eight routes and one for "specials" expedite the workflow at Elite Cleaners & Dyers of Pasadena, California. Markers remove a predetermined number of bundles from each bin to make up work lots. This way each route receives equal treatment on service. The number of bundles taken from each bin is determined by the size of the route.

The system has been helpful in evening out the workflow. The salesmen seem to spread their pickups over each day of the week.

Cards shown on each bin are used to record the number of bundles removed each day. The cards also show the maximum number of bundles that will be removed from each bin for a given lot.

Owner Walter DuNah of Elite dem-

onstrates the operation of the under-sized hinged doors, which can be held open with small hooks and eyes. The doors cover about one-third of the opening—enough to hold the garments but permitting the markers to observe the condition of the bin.

Hoppers are made of half-inch plywood faced with prestwood panels. The paneling is glued to the plywood, eliminating nails or screws that might snag garments. The bins are built high enough to permit storage of the baskets underneath when not in use.

### Clothespins Help Inspector



Colorful, stubby plastic clothespins are used to code messages on go-backs at Virginia Cleaners in Berkeley, California. Different colors have different meanings to the production crew. For example, if the inspector returns a garment with a red clothespin clipped to the top of the hanger, this indicates that respotting is needed.

The color yellow denotes a repair that requires machine sewing. Garments that need hand sewing, such as hems or buttons, get a green clothespin on the hanger.

Pictured above is the inspector, wearing an apron which has a large pocket to hold the supply of clothespins.

The pins have greatly increased the speed with which the garments are handled. The stragglers get back to assembly faster so there is little delivery delay. The clothespins are available in any local variety or hardware store.



# Cut Your biggest cost...

*Finishing*

**20%**

National Figures DIRECT COSTS	
Garment Identification	3%
Cleaning & Spotting	7%
Inspection	3%
Assembly	3%
<b>Total:</b>	<b>36%</b>

WITH



## Topper-Matic

### AUTOMATIC TROUSER TOPPING

### WITH Push Button MAGIC



SEE  
YOUR  
TOPPER-MATIC  
JOBBER  
FOR  
DETAILS

PATENTED

Every day more trousers are processed than any other single garment. With TOPPER-MATIC's automatic cycle, an operator finishes TWO trousers at the same time... substantially cutting the biggest cost in finishing.

The first pair of trousers are topped and laid on the adjacent press or legger. Place another pair on TOPPER-MATIC, close the pleat holders, press a button to start the automatic cycle. Turn to the adjacent press and crease the legs of the pair of trousers previously topped.

WITH A *Plus*  
ON QUALITY

Topping by steam and air eliminates press marks and shine on seams, pockets and fly. Steam preconditions legs for easier and better leg creasing on the adjacent press.

## F&H

F AND H INDUSTRIES INC.

DORCHESTER HOUSE • DALLAS, TEXAS • TA 7-1014



You'll be  
ahead with  
these  
Warco Products.



### TEN-MINIT BLEACH

Makes whites whiter while retaining the original softness and feel of the fabric. Takes two to ten minutes in cold water. Ten-Minit Bleach is the most widely used bleaching compound on the market. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

### SIZE-RITE (DRYSIDE)

A non-yellowing thermoplastic type resin. Adds just the right texture, finish and over-all stiffness and body to fabrics. For use with regular or synthetic solvents. A superior sizing, easy to apply and reasonable in price. By the gallon or case of 4.



### ALL-COLER BLEACH

An ideal agent for bleaching color combinations in one operation. Brightens the colors, whitens the whites. Bleaches out annoying perspiration and other stains. Water safe for all colors and fabrics. 10 lb. jars or case of 4. 5 lb. jars or case of 6.

### PRE-OIL-BREAK

Removes oxidized oils, grease, butter, fats, syrups, beverages, etc. — in fact, Pre-Oil-Break is effective in removing up to 95% of all stains. Often self-sufficient without the application of other spotting chemicals. By the gallon or case of 4.



### BIL-VIS-X

Reduces the use of soap or detergent by as much as 75%. Greatly increases the cleansing power of any soap solution. Brightens and restores the original appearance of fabrics. Does a better job for less money. 8 lb. jars, 25 lb. and 50 lb. drums.

### SCRAM BLOOD

The instant blood removing agent — the undisputed leader in its field. Ordered and re-ordered by cleaners everywhere, because they recognize it as the very best. Compare Scram Blood's quality and price with any other. By the gallon or case of 4.



### W. D. P.

W. D. P. is Warco's Wet and Dry Pre-Spotter. Excellent on the wet side, dry side or when using a combination of both. Forms a clear emulsion. Free water rinsing. Compare W. D. P. with any other pre-spotting agent. By the gallon or case of 4.

### CETIC-X-SOUR

A modern concentrated, odorless sour that bleaches stains, rust and corrosion in the souring process, and requires no rinsing. It is closer to the neutral point than glacial acetic acid and costs about one-third less. Safe to cellulose. By the gallon or case of 4.



SEND FOR OUR  
FULL LINE BROCHURE

ORDER FROM  
YOUR JOBBER TODAY

**Warco**  
**LABORATORIES**  
13609 S. Normandie Avenue,  
Gardena, California



# HOW THIS MODERN STEAM TRAP UTILIZES PRINCIPLE OF AIRPLANE LIFT!

*New application of an old principle produces totally different type of steam trap... of great simplicity and effectiveness*



## THIS GIVES AN AIRPLANE LIFT



Greater speed of air over curved upper wing surface creates lower pressure over this area (Bernoulli's Law)... resulting in lifting force.

## THIS SAME PRINCIPLE USED TO CLOSE SARCO TD STEAM TRAP VALVE



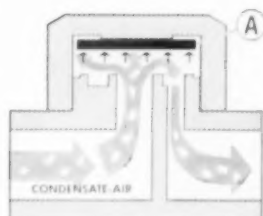
Valve is a simple hardened stainless steel disc.



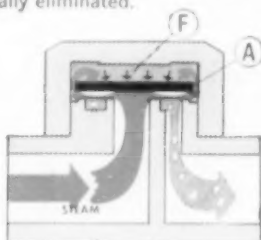
High velocity steam jet across bottom of valve disc creates low pressure area—resulting in downward force.

## ONLY SARCO TD USES THIS UNIQUE OPERATING PRINCIPLE

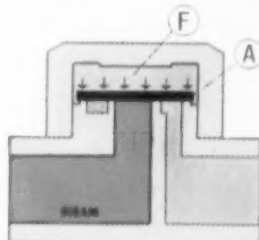
**Result:** Extreme simplicity—no valve mechanism—maintenance practically eliminated.



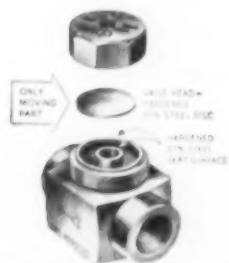
1. Inlet pressure raises disc "A" from seat... immediate discharge of air and condensate at steam temperature.



2. Steam follows condensate and the high velocity jet across bottom of disc "A" creates low pressure area (Bernoulli effect)... jet is deflected into chamber "F" where it builds up pressure by re-compression and this pressure acts on top of disc "A".



3. Pressure in chamber "F", acting on full top area of disc "A", exceeds force of incoming steam and low pressure area under disc... and immediately forces it down, closing inlet. As condensation decreases pressure in chamber "F", disc rises and steps 1 or 2 repeat.



Small size... large capacity

Only 3 parts... all stainless steel. Sizes  $\frac{1}{8}$  to 1"—each body is as small as a tee fitting! Capacity is determined not by a bulky body but by the effective orifice, valve action, pressure drop and condensate temperature.

## A few of many advantages

\* Practically no maintenance—no valve mechanism, no narrow channels. Trouble-free, simple design.

\* Cuts trap inventory—one large capacity seat for all pressures... for heavy, light, or no condensate load.

\* Self-adjusting for pressures 10 to 600 psi—not a single change or adjustment required.

\* Operates perfectly when pressure fluctuates—throughout full pressure range.

### SEE FOR YOURSELF

We will gladly send you a Sarco TD Steam Trap and strainer for 60-day trial. No cost or obligation. Advise size— $\frac{3}{8}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$  or 1"—and application. Sarco Company, Inc., Empire State Bldg., New York City.

2204-C

# SARCO <sup>Thermo-Dynamic</sup> STEAM TRAP

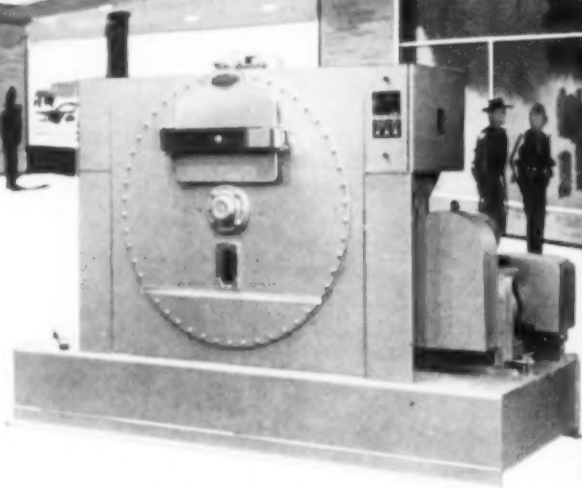
THE MODERN TRAP THAT IS MAKING STEAM TRAPPING HISTORY!



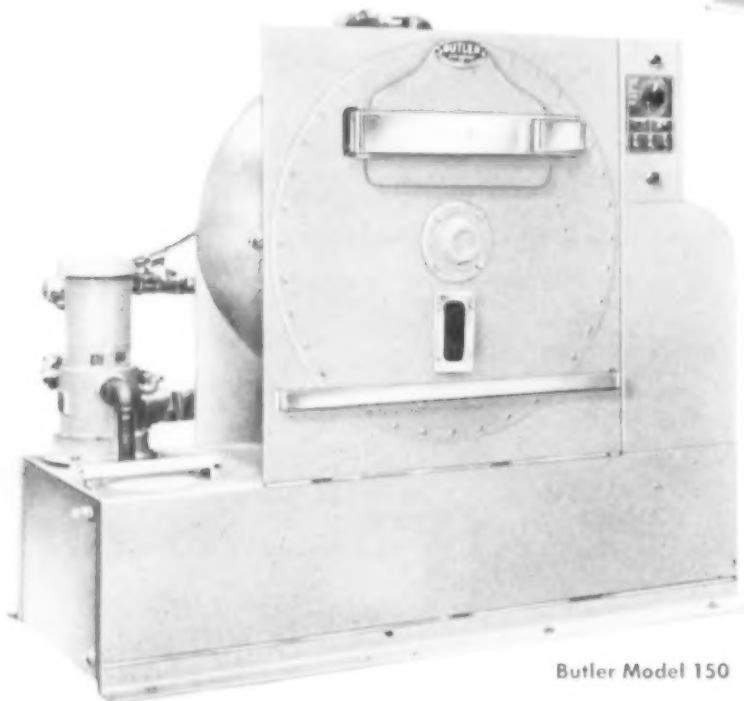
# NOW—the complete Butler



Butler Model 100



Butler Model 225



Butler Model 150

**Butler model 100** synthetic unit handles 25-30 lbs. per load for a weekly volume of \$1,500 to \$2,000.

**Butler model 150** synthetic unit handles 40-50 lbs. per load for a weekly volume of \$2,500 to \$3,000.

**Butler model 225** synthetic unit handles 70-80 lbs. per load for a weekly volume of \$3,500 to \$5,000.

Each Butler synthetic unit has only four valves. Each is fully automatic, and each one includes a filter, a still, and a reclaimer. Butler synthetic units provide simplified operation with minimum maintenance.



# family of synthetic units

## *The right-size system for every-size plant*

All Butler synthetic units have this in common: they provide three key benefits every profit conscious cleaner wants. (1) They attract new customers. (2) They cut labor costs. (3) They operate for less money.

**They attract new customers** by doing better work. Divided pocket cylinders get out more dirt by forcing deep penetration and circulation of perc, and provide even distribution for proper extraction with minimum wrinkling.

**They cut labor costs** through simple operation. Your cleaner merely loads and sets. The machines take over while he spends up to 2% of his time doing other jobs. Thorough cleaning gets out more spots, reduces spotting time and cost.

**They operate for less money** because solvent reclamation and drying is done in a separate reclaimer, which recovers more of the solvent left in garments after extraction. This frees the washer for another load, means more production and more profit. Butler filter and still save hundreds of dollars a year through highly efficient recovery of perc.

**Get all the information** on the unit that is best for your needs. Consult your Butler sales representative for information on complete plant layout, factory installation, service, sales promotion, financing. Remember, everybody is interested in your *business* . . . Butler is interested in your *success!*

The handsome, low-profile buildings illustrated above are examples of the new low rigid frame buildings now available from Butler, world's leading manufacturer of pre-engineered metal buildings. These buildings are ideal for dry cleaning plants, supermarkets, automobile dealerships, auditoriums, retail stores, and many other uses.



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BETTER CAPACITY  
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**WILL START YOU  
ON THE ROAD  
TO GREATER PROFITS!**

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- ☐ We're interested. Send your FREE Planning Kit.  
☐ We're interested. Have your representative call when in our area.  
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# EDITORIALS

## Two-Way Street



We are very grateful to the National Institute of Drycleaning for the award shown here. We are extra proud because this magazine is the only one so honored.

This recognition stems from the efforts of our West Coast editor, Lou Bellew, who worked closely with the Cali-

fornia Drycleaners Association last fall. At that time the association banded together to clean the personal garments of our Olympic team members who went to Australia to compete in the international games there.

The services rendered included shipping the garments to the individual team members' homes. Total costs ran some \$10,000 for all processing and shipping. As a result of this public-spirited act, the association was awarded the runner-up spot in the recent contest, the "Spirit of Service," sponsored by the NID.

Each plantowner who participated received one of these certificates. Thanks to Lou Bellew's help on promotion and publicity, so did we, and we are very thankful. But on the other hand, it is only logical that your business paper offers such assistance.

In the case of this particular contest, the end result was greatly improved public relations for all cleaners in that area. It also follows that the association is stronger because of its efforts. That all makes for healthier business conditions for drycleaners. And an industry with a sound future is good for your magazine.

We stand ready to help any worth-while project sponsored by local, state or national groups. What's good for you is good for us. It is a two-way street.

**A new idea** to build profit and public relations can be copied from the retail clothing field. Here in the East an enterprising firm suggests that old garments be brought to any of their several outlets.

The company will give a written estimate of the salvage value of the clothing. It then turns over the garments to a recognized charitable organization. The donor is given the written evaluation for

the clothes, which amount is deductible on income taxes.

**Drycleaners can offer** this same service, with added benefits to themselves. They can dryclean the garments before giving them to charity. The cleaning charge is also deductible by the customer. Thus charities get wearable garments, the customer saves taxes and the cleaner gains revenue and goodwill.

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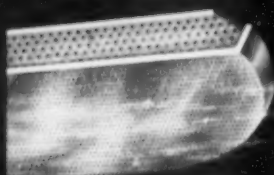
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NATIONAL CLEANER & DYER



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ORDER FROM YOUR JOBBER-SALESMAN

# BISHOP DAVID FREEMAN CO.

MANUFACTURERS, EVANSTON, ILL., U.S.A.

CUT YOUR OPERATING COSTS  
WITH BISHOP LABOR-SAVERS!







AIR OF "FLOATING" has been achieved in new call office. Bins and racks are ceiling-suspended. Marking counter (not shown) juts from wall to enhance this effect.

## New Face, New Place

Beautiful remodeling job draws new customers to plant

By ART SCHUELKE

ELEVEN YEARS AGO Don and Jim Benjamin were honorably discharged from the Army. With no previous experience, they launched a drycleaning venture in Middlebury, Vermont. They are natives of that state and recognized this town as one with good potential for such a business.

There was no other plant in town. In addition, their dad owned a block of stores near the town center and one of the stores was available. They knew their "landlord" would go easy on them should business be slow at first.

Middlebury has a permanent population of some 4,000 people. In addition, there are 1,300 college students. Furthermore, the town is the trading center for Addison County, which numbers 17,000 people. It was made to order for Benjamin Brothers Drycleaners.

To learn the rudiments of the business both brothers took production

jobs in a cleaning plant in Randolph, Vermont. After six months they were ready to start their own enterprise. They still had a long way to go but relied on allied tradesmen and their business paper to help them over the rough spots. (They have been readers of NATIONAL CLEANER & DYER since their plant opened.) A few years later they joined the National Institute of Drycleaning for further help.

The original setup called for a small call office on the street level, with production space on a lower level. The office is 15 by 35 feet, while the lower floor is about five times that large. Cleaning equipment includes two 50-pound petroleum washers, filter, still and four tumblers.

In the short 11 years volume has grown from scratch to better than \$2,000 weekly in peak weeks. The Benjamins offer a complete service, including cleaning, tailoring, storage

and dyeing as well as shirts. The last three services are farmed out to other firms. The brothers are doing a volume of about 1,200 shirts a week, handled by a laundry in another city.

### Simple setup outgrown

The call office was set up in a very simple fashion. Iron racks plus a counter were about the extent of the installation. It was strictly utilitarian. As the volume grew, Jim and Don realized the need for a more attractive office, something that would invite new customers and retain the old clientele. But where to start?

Fortunately, one of the instructors at the local college had the answer. This man, Arthur Healy, is a close friend and customer of the brothers. He is a highly creative architect, artist and author. He teaches the history of



art at present. In his travels about the world he had redesigned store interiors in Paris and Rome. Given free rein by Jim and Don, he came up with a remodeling job that would do a plant proud in any city in the country.

After the plans were drawn, Mr. Healy literally lived with the job during construction, to make sure every detail was done as prescribed. He even designed a new garment bag to fit into the decor of the new office!

The designer felt the store should express the business of drycleaning. As a result the interior is neat, in extreme good taste, with a minimum of signs and fanfare. There is an air of crispness that reflects the quality cleaning produced in the plant.

The new interior still utilizes the original 15-by-35-foot area. The old tin false ceiling was covered with white soundproofing material. A single ribbon of fluorescent lighting was semirecessed in the ceiling and runs the entire 35-foot length of the store.

Walls were covered with oak plywood which was given a very special finish. They have been colored Nigerian black, a rich lustrous effect. The wood was first sanded, then a coat of paint applied. This was wiped off while fairly wet, then steel wool applied. The operation was repeated, then a sealer was put on to give a satin finish.

The counter front and fronts of the shirt-storage bins are in walnut finish, giving a harmonious contrast to the wall coloring. The two shirt bins are suspended from the ceiling by hand-wrought rods. Beneath these two bins



PRINTS OF LAUNDRESSES by famous French artist Degas are only decorative pieces used on call office walls

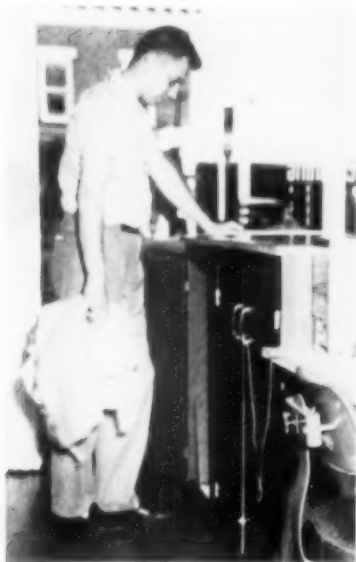
are suspended racks for garments, two under each bin. These four rods are not just ordinary metal; they are highly polished brass, to which a protective lacquer finish has been applied.

The counter was tailor-made to fit the space and theme of the interior. Walnut plywood was used on the counter front, while the top is Formica. A recessed area at one end of the counter provides room for the cash register and telephone and desk space for clerical work. Built into one end of the counter is a chute through which the incoming work is funneled to the basement production area.

Immediately behind the counter is

another Formica-surfaced marking table. The regular counter girl doubles as marker in her spare time. She is assisted by a part-time employee, one of the local high school girls. Adjacent to this station is a small desk, plus a chair for the route salesman's use.

The front window of the store is about 11 feet wide. It then turns at right angles and runs some 5 feet to a point where it meets the store door. The glass on two sides gives a good view of the store interior to passing pedestrian traffic. This is not a new arrangement. But the designer took full advantage of the setup. He added beautiful white shantung drapes, with

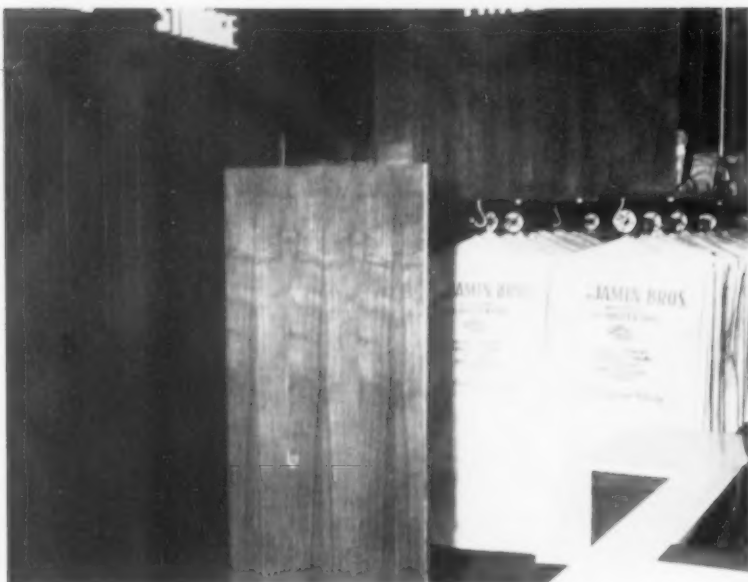


PARTNER Jim Benjamin demonstrates chute behind counter to send incoming work down



COUNTER IS CUT AWAY to provide space for register and desk area. At rear of photo is marking department. Note the "floating" counter





NOVEL WOOD PANEL hides garment hooks concealed behind screen



REAR VIEW of wood screen shows holders for garments while cash transaction is completed

a contrasting darker panel on each end of the glass expanse.

#### Two-purpose screens

There is a novel arrangement that confronts the customers as they enter the store. Some 5 feet from the door there are two plywood panels, fastened together at right angles to form

a screen. These are finished in the rich walnut finish. The panels are 6 feet high. They give an artful, attention-arresting effect, but are also useful. On the inside portion of the panels, out of the customers' view, are two garment holders.

After the clerk locates the finished work for the customer, she hangs it on the holder until the cash transac-

At one stage of designing it was debated whether to include furniture for the customers of Benjamin Brothers Drycleaners. But because of the nature of things in a small town, the idea was vetoed. It was agreed that such pleasant surroundings as the new office offered might be conducive to "cracker-barrel" sessions by the natives. There just isn't enough room in the really tiny space to permit congregating.

tion is completed. She then passes the order through a division between the counter end and the aforementioned panel arrangement.

New flooring was also installed. A rich red and buff tile sets off the color scheme of the walls. In keeping with the beauty of the interior, there are no loud, garish signs. Block letters of plaster-of-Paris tell the services offered by the plant. These are placed on the two side walls as well as the front ends of the shirt bins.

The only attempt at decoration was the hanging of two framed prints by the artist, Degas. One shows a young woman ironing; the other two women washing. According to the designer, they seem to identify the process of the work in a very human way.

The store is not only beautiful; it is functional. There is no waste space. For example, the same floor space is used as was previously. But now the Benjamin brothers have 37 feet more rack space to store garments. The four racks are 18 feet long. The shirt bins are wide enough to store bundles on each side, providing four aisles of storage.

#### Light advertising enough

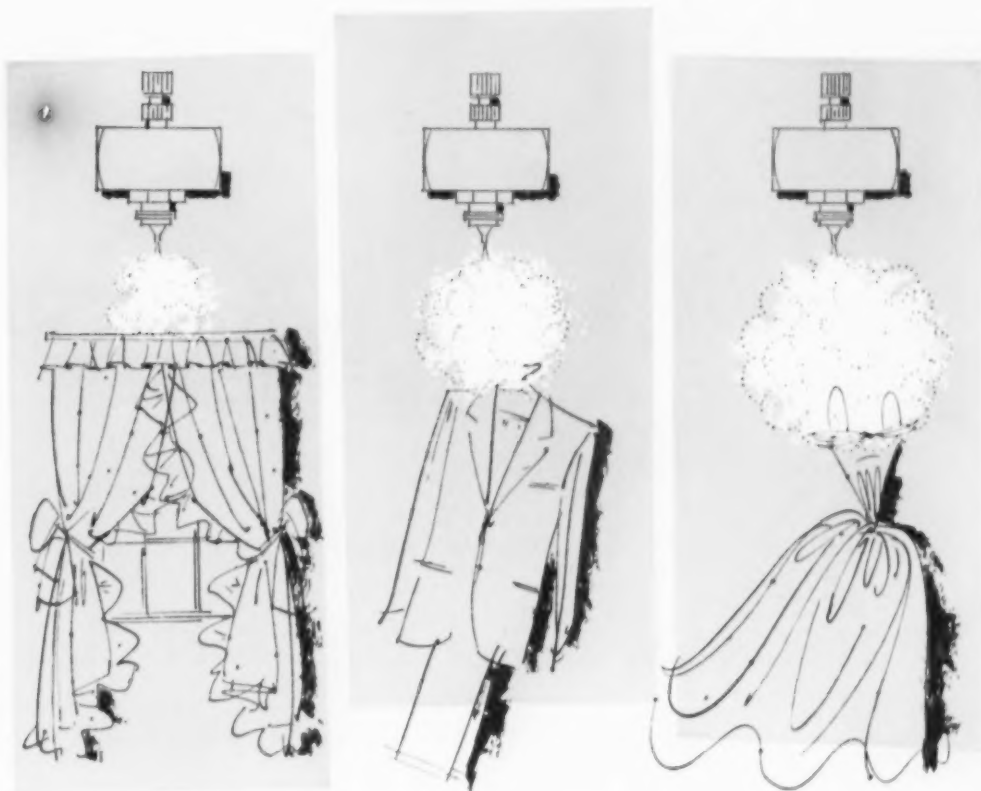
The entire job was completed in 30 days, with virtually no interruption in customer service. Total cost for the remodeling was \$4,000, and it was done by a professional contractor. The Benjamin brothers are consistent advertisers (another reason for their success), but did nothing beyond their regular budget to acquaint their customers with the renovation. They did talk about it on one of their 12 regular weekly radio spot announcements. They also mentioned it in their ad in the local weekly paper as well as the school paper.

There is no question that the "new face" on their plant will pay dividends. Last year was the best ever for the brothers, with a 10 percent volume increase. And since the store improvements were completed during the first of the year, volume exceeds even those previous fine records. # #

NATIONAL CLEANER & DYER



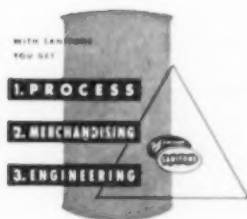
*Precise Moisture Control is  
Simple, Safe, Sure with Sanitone*



Precise control of moisture to get maximum soil removal is no problem to a Sanitone Dry Cleaner. He adds, through the Sanitone Humidifier, the exact amount of water needed for each kind of fabric. That way, he's sure to get maximum cleaning efficiency every time, load after load, day after day.

As every technician knows, such efficiency is impossible when the same amount of water is used in cleaning both silks and woolsens.

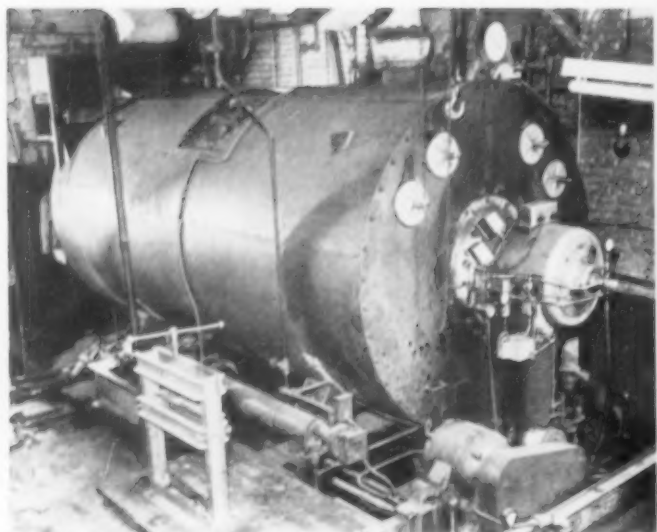
But this far more accurate moisture control is only one of the many advantages enjoyed exclusively by Sanitone Dry Cleaners. No less important are the year 'round support of national advertising, the professional agency help in local advertising and the personal services of a trained dry cleaning engineer. If you are not already enjoying these benefits, write for details today.



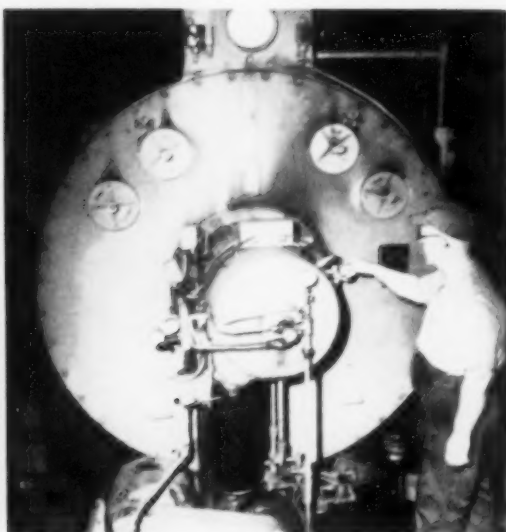
**SANITONE DRY CLEANING SERVICE**

**A Division of Emery Industries, Inc.  
Carew Tower, Cincinnati 2, Ohio**





TWENTY FIVE PERCENT less fuel consumption than former boiler has been realized from this 300 hp. automatic packaged unit in operation at I. Wohl, Inc., since 1950. Boiler has delivered steady, adequate pressure although steam demands have risen 50 percent in past seven years.



SIMPLIFIED MAINTENANCE is important advantage with current power plant. Unit cleaned only once a year, compared with internal cleaning required every three months for plant's former boiler.

## Wohl's packaged unit pleases management

# How New Boiler Cuts Fuel Cost

Constant pressure and fewer cleanings are other assets

FUEL SAVINGS of approximately 25 percent, steady pressure and simplified maintenance are the solid advantages realized by I. Wohl, Inc., Long Island City, N. Y., since the installation of its present boiler. In the seven years since its arrival the boiler has done its job unflinching although steam demands have increased 50 percent during this period.

One of the largest drycleaning plants in New York, I. Wohl serves more than 600 neighborhood cleaners, institutions, business houses, stores, garages and other firms that supply uniforms to their employees. The company operates around the clock, seven days a week, and has more than 100 employees.

Originally, I. Wohl used a 200 horsepower stoker-fired boiler that was converted to oil shortly after World War II. In spite of the conversion, it required a lot of attention, had to be cleaned internally every three months and created somewhat of a smoke nuisance. In addition, the plant's steam

By GERALD WHITMAN

demands were nudging the boiler's ability to deliver.

In 1950 management decided that the time had come to install a new boiler and leave the old one in place as a stand-by. It finally selected a 300 horsepower packaged automatic unit partly because it could be easily and quickly installed in a comparatively small space and because it held out the prospect of considerable savings in fuel costs. It is a self-contained unit mounted on a rugged structural steel base. No special foundation had to be built. The boiler was delivered fully equipped and completely wired, and was ready to go to work as soon as fuel, water, electric, steam and flue connections were made.

According to Milton Meyer, general manager of the plant, the boiler operates at a pressure of 100 pounds per square inch on No. 6 oil. During the peak season it is fired at full ca-

capacity because steam is required to heat the buildings and tumbler demands are heavier in cold weather. It meets steam requirements at 70 percent of capacity in off-peak months. Some of the equipment for which the boiler provides steam are 40 driers, hot-water tanks, hot-water steam connections to the washers, stills and shirt units. Where the pressure in the old plant dropped off in cold weather, according to Mr. Meyer, the current boiler maintains a steady, constant pressure.

The assurance of steady steam pressure needed for equipment set to function most effectively at certain pressures is really the payoff. Because of its automatic and sensitive controls, the boiler provides control to within 2 to 3 pounds of the setting. This means high production for presses and similar equipment operating at preset pressures.

These controls handle every operation from start to steam. A combus-

*Continued on page 44*





## GO MODERN ... with modern time-saving "GO"-line Stain Removers

Modern drycleaners know that streamlined stain removal methods pay big dividends . . . in lower productive labor costs, in fewer claims, in better customer relations. That's why so many rely on WILSON "GO" products . . . the modern stain removers that do a more thorough job in far less time.



When it's a WILSON "GO" product it's a better stain remover . . . because it's made by stain removal specialists, backed by 30 years of leadership

A. L. WILSON CHEMICAL CO., Kearny, N. J.

Ask your jobber about these modern WILSON "GO" products

- \* **TarGo** . . . action-loaded dry or wet spotter
- \* **YellowGo** . . . liquid titanium dye stripper
- \* **WriteGo** . . . one-step writing ink remover
- \* **ExGo** . . . silver nitrate and tarnish remover
- \* **QwikGo** . . . liquid albuminous stain digester
- \* **SpotsGo** . . . paint-oil-grease remover
- \* **RustGo** . . . rust remover
- \* **DroGo** . . . volatile touch-up dry spotter
- \* **InkGo** . . . permanganate-base oxidizing agent
- \* **ColorGo** . . . powdered stripper and spotter

*"Stain Removers are our only business"*



## SIGNS of the TIMES

**Midwest Cleaner Sponsors Ball Team:** The Acorn Cleaners of Bellwood, Ill., are the proud sponsors of the Bellwood National Boys' Baseball Team for 1967. Previous squads have won league championships and interest in the team is high throughout the community. The plant gets frequent mention in the local papers, thanks to the team.

# #

**National Safety Council Data:** Improperly grounded electrical equipment can cause burns and fatal shocks, warns the National Safety Council. Even equipment that appears to be in safe operating condition may have shorted, broken or exposed wires, the Council said. They may make contact with the metal framework of the equipment, causing it to become energized.

To reduce the danger of electrical shock, it is important that a separate ground wire be provided from the tool to a low-resistance ground connection. Water pipes, metal frameworks of building or other metal structures in direct contact with the earth may be used for this purpose.

Additional information is contained in the National Safety Council Data Sheet D-299, "Grounding of Portable Electric Equipment."

A new flyer containing examples of posters and an order blank has been prepared by the Council. The multi-colored jumbo posters are designed for use on billboards, and they are treated to resist weather. Different posters are available for each month of the year.

Individual copies of the flyer and the data sheet may be obtained from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

# #

**Current Business Literature:** The term "ratio analysis" means the process of determining and presenting the ratio of items and groups of items so as to reveal favorable or unfavorable conditions and trends. The basic materials of ratio analysis are income statements, balance sheets and a combination of the two.

A new booklet published by the Small Business Administration, called "Ratio Analysis for Small Business,"

highlights the existence of ratios, the methods of obtaining them and ways of interpreting them. This publication was prepared by Richard Sanzo, Dun & Bradstreet executive, author and lecturer.

"More for Your Storeroom Dollar" is the theme of No. 83 in the series of Management Aids issued by the S. B. A. The booklet illustrates actual cases where firms have profited by correcting storeroom mistakes and discusses ways in which small plants can save through a good storeroom system. The leaflet also discusses main storeroom problems, physical layout, workload planning, measuring storeroom performance and storeroom paperwork analysis.

Through the use of air conditioning you can increase profits through reduced accident rates, improve employee relations and step up efficiency and production, according to a new leaflet called "Increased Profits from Industrial Air Conditioning." No. 53 in the series of Technical Aids outlines the results of a survey of 75 industrial plants in the metropolitan New York area, which seem to bear out these predictions. The booklet warns against the dangers of improper installation of air conditioning.

These three booklets may be obtained from the field offices or from the headquarters of the Small Business Administration, Washington 25, D. C. There is a charge of 25 cents for "Ratio Analysis for Small Business."

# #

**Cleaner Gets Safety Citation:** The North Carolina State Department of Labor has awarded Royal Cleaners, Monroe, N. C., a certificate for the record of safety maintained by the plant. The manager of the business is Paul J. Riggins.

# #

**Cleaner Aids Charity:** Cash donations to the United Cerebral Palsy drive were pledged over a two-week period by Ward Cleaners of Kenosha, Wis. For each \$5.00 worth of cleaning individual customers brought in, owner Joe Ward donated \$1.00 to the drive. The money was sent in the name of the customer, who then received a receipt from the group for the donation.

**New Uses for Mylar:** One of the new components being used by metallic yarn manufacturers is Mylar polyester film, made by Du Pont. Du Pont reports that textiles incorporating Mylar can generally be drycleaned, machine-washed and ironed. Typical products using these new metallics include wearing apparel, draperies, towels, sheets, tablecloths and rugs. Mylar is a tough, clear plastic film that is said to resist chemical attack and withstand temperature extremes.

# #

**Cleaners Help Orphans:** In conjunction with clean-up, fix-up and paint-up week, the Dry Cleaners Association of northern Kentucky cleaned the spring wardrobe of the children at the Covington Protestant Orphanage and St. John's Orphanage.

# #

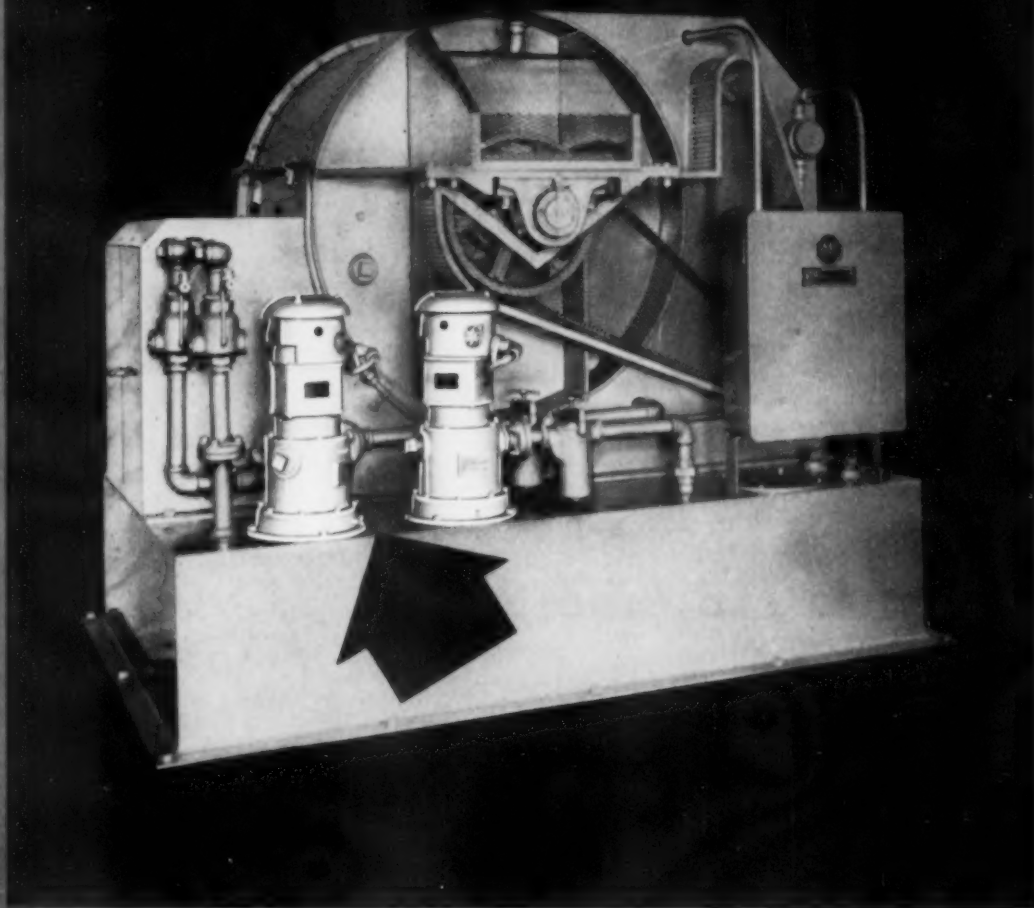
**Plant Tours Are Newsworthy:** At least two cleaners have gained free publicity in their local papers, thanks to group tours in their plants. Black and White Cleaners of New York City played host to students from a nearby school. At Pottstown, Pa., the local Optimists Club visited the Philadelphia Dry Cleaners in that city.

# #

**Bright Business Outlook:** Between now and 1967, America's industrial growth will surpass all previous gross sales records, and this expansion will take place in an atmosphere of continued economic stability and domestic peace. So state 110 United States company presidents. These leaders were asked by *Dun's Review and Modern Industry* (a Dun & Bradstreet publication) to give their views on the economic future of the nation and their companies. Nine out of ten of these industrialists expect their gross sales to climb anywhere from 26 to 300 percent in the coming decade.

These highlights are taken from the initial report of The Presidents' Panel, a recurring bimonthly survey appearing for the first time in the July issue of the business magazine. Members include 110 presidents, mostly from America's 400 largest corporations, who have accepted invitations to serve on the panel for the coming year.





**Washex Machinery Corporation has standardized on Marlow Pumps** for years for their combination washer-extractors because of Marlow's quiet, efficient, trouble-free operation. The Model "65" Washex unit shown here uses two space-saving Marlow vertical self-priming pumps to handle solvent from filter to machine.

## **marlows** are long lasting!

With long-lasting Marlows, pump replacement is practically a thing of the past. There are no close clearances or meshing gears . . . hardly anything to wear. These dependable pumps are almost fool-proof and even pass suspended solids and lint without damage. An exclusive shaft-seal eliminates leakage, minimizes fumes, prevents solvent loss and assures dry floors. For new machines, plant modernization or replacement . . . make it a Marlow. See your Marlow dealer today or write for Bulletin DC-04.

**MARLOW PUMPS • MIDLAND PARK, NEW JERSEY**

DIVISION OF BELL & GOSSETT COMPANY • Factories: Midland Park, N. J., Morton Grove, Ill., Longview, Texas





INVOICING-PRICING machine is operated by marking-in girl at Country Club Cleaners in conjunction with identification machine. Eliminates item listing by routemen or call-office personnel. Machine prices each item, totals amount on every invoice.

## Invoice Machine Saves \$1,000 a Year

*Special device used by marker lists items and prices, saves valuable time and proves boon to bookkeeping*

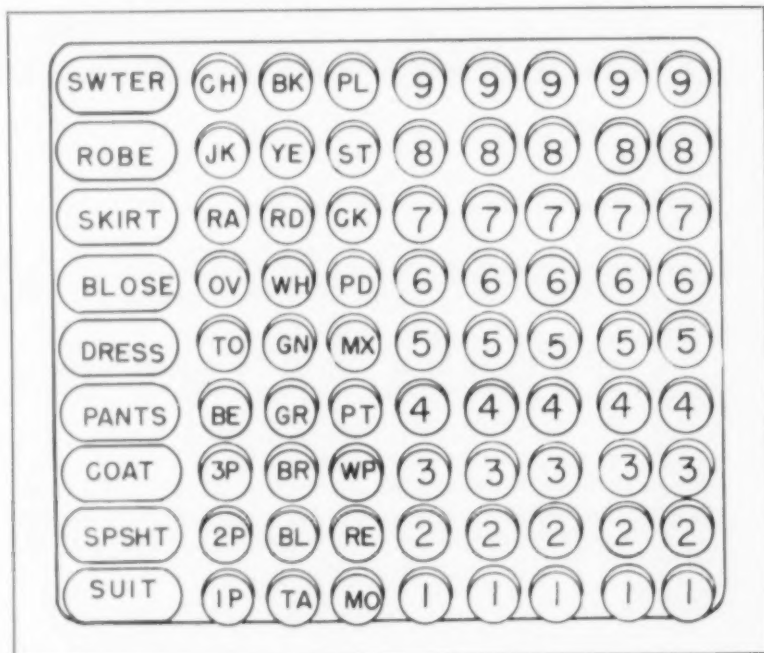
By GERALD WHITMAN

HERE'S HOW one average-sized plant expects to save at least \$1,000 a year. Country Club Cleaners, Arlington, Virginia, counts on this as the result of the installation of a combination invoicing and pricing machine last October.

Because the machine can list automatically each type of garment by color, fabric style, number of pieces and other descriptive terms, as well as total the entire invoice, some of the accrued advantages have been the following, according to Harvey L. Bohannon, co-owner:

1. Eliminates hard-to-read handwritten garment descriptions, poorly written amounts, figures out of column.
2. Overcomes incorrect ticket addition, due to misread amounts and mistakes caused by mental addition.
3. Avoids variety of individual handwriting on the invoices that can cause difficulty and errors in assembling finished work.

The unusual keyboard of the ma-

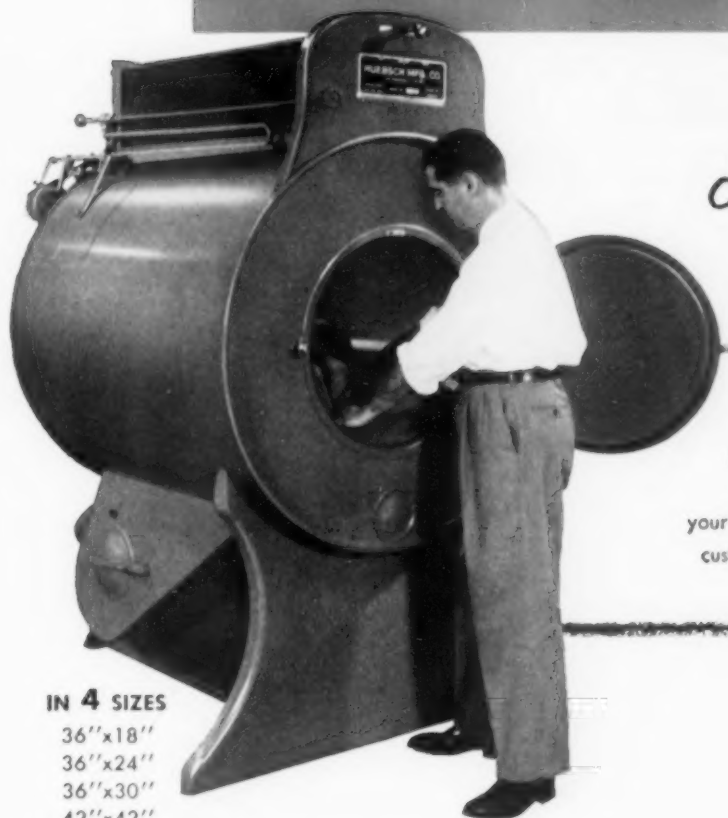


KEYBOARD on invoice-pricing machine provides complete description of each garment, plus price and date. See story for meanings of keyboard symbols

NATIONAL CLEANER & DYER



Trouble-free service for you . . .  
Better service for your customers!

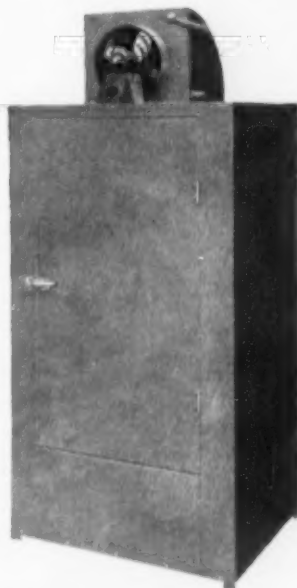


**IN 4 SIZES**

36"x18"  
36"x24"  
36"x30"  
42"x42"

## HUEBSCH dry cleaning TUMBLERS

Whether you use one Huebsch Tumbler . . . or fifty, as some dry cleaning plants do . . . you know that fast, efficient, *dependable* operation is always assured. And because famous Huebsch Tumblers do such a good job, your finished work has the quality that keeps customers coming back for more and more!



## HUEBSCH CABINET DRYERS

Here is a cabinet dryer with big capacity (about 16 dresses) and every modern feature . . . yet priced surprisingly low. Has a motor-driven fan, latest fin and tube type steam coil, air temperature control damper. Fan motor equipped with rheostat for adjustable speed to regulate air volume.



### HUEBSCH BAGGERS

Note the specially shaped knob that prevents tearing plastic bags. It's just one of many reasons why Huebsch Baggers are a must for every dry cleaning plant and store. Light in weight, Huebsch Baggers can quickly be moved to any convenient spot.

# HUEBSCH

### ORIGINATORS

3775 N. HOLTON STREET  
MILWAUKEE 1, WISCONSIN



## 12 Advantages of Invoicing-Pricing Machine

1. Prints easy-to-read description of only those garments to be cleaned for each customer, and amount of charge.
2. Eliminates checking long, preprinted lists and illegible handwritten lists.
3. Faster than handwritten invoice methods.
4. Automatically adds and prints total of charges on each invoice, and provides a printed grand total of all invoices.
5. Mechanically printed and added invoices eliminate mistakes that result from handwritten, out-of-column figures and mental addition.
6. Mechanical addition of figures saves auditing time in office. Eliminates re-adding and checking handwritten figures.
7. Machine-printed garment description speeds assembly of finished garments, assures accuracy, reduces claim costs.
8. Automatically prints date—month, day, year.
9. Saves time for drivers and clerks at counter. They only write customer's name and address on invoice.
10. All garment identification, pricing and marking done at one point in plant.
11. Neat, machine-printed and totaled invoices create customer confidence.
12. Machine-printed figures cannot be altered.

chine (see page 40) is the crux of the whole system. The vertical Row 9 at the far left consists of keys designating type of garment: SWTER, ROBE, SKIRT, BLOSE, DRESS, PANTS, COATS, SHIRT, SUIT. The eighth row of keys augments the description printed by the word keys:

CH—Children's  
JK—Jacket  
RA—Raincoat  
TO—Topcoat  
OV—Overcoat

LD—Ladies'  
BE—Belt  
3P—Three piece  
2P—Two piece

Row seven represents colors:

BK—Black  
YE—Yellow  
RD—Red  
WH—White  
GN—Green

BR—Brown  
GY—Gray  
BL—Blue  
TA—Tan

Row six contains further miscellaneous description:

PL—Pleats  
ST—Stripe  
CK—Check  
PD—Plaid  
MX—Mixed

PT—Print  
WP—Waterproof  
BE—Repair  
MO—Mothproof

County Club's system is to write each customer's name and address on the three-part snap-out carbon invoice. This is done either at the front-office call counter when the customer brings in his garments or by the route driver as he collects them. (Country Club Cleaners, incidentally, maintains six routes that account for 80 percent of the firm's total volume.) The garment bundles, with the invoices attached, are brought to the marking table. The invoicing-pricing machine

**Country Club CLEANERS**  
1115 WILSON BLVD  
ARLINGTON, VA

W/18 9948-B5  
4000 MASSAVER

FEB/051 00\*

SPECIAL INSTRUCTIONS  
THURSDAY SUPRE

CHITTEL 125  
CHIT GRT 55  
CHIT RCD 55  
CHIT TA 175

PAY ONLY → 410\*

6 THURS

NO COMPLAINT CONSIDERED WITHOUT THIS TICKET

DAILY PRODUCTION DATE 2-20-57

MACHINE TOTAL 54932

Route	32% Dry Cleaning	25% Shirts	15% Laundry	Discount Allowed
7	6687	810		2342
	42875			
13	2778	550		
0	9219	3665		

SUMMARY DISCOUNT ALLOWED

Dry Cleaning \_\_\_\_\_

Shirts \_\_\_\_\_

Laundry \_\_\_\_\_

▲ DAILY PRODUCTION SHEET lists invoice-machine total per day. Volume from routes and call office must tally with machine total. Bookkeeper uses these figures for summary of drivers' incomes and commissions.

◀ INVOICE FORM, three-part snap-out carbon affair, shows typical bundle items listed by type, color, style, price, total. Original copy accompanies garments returned to customer. Second and third used as office and processing plant copies.



# Look At The Record When You Buy Steam Traps

Here are typical Armstrong results:

**SAVED 542 GALLONS OF FUEL PER MONTH** by unit trapping with Armstrongs.

—*Wisconsin Cleaners, Milwaukee, Wisconsin.*

**15% PRODUCTION RISE** after changing to Armstrong Unit Trapping.

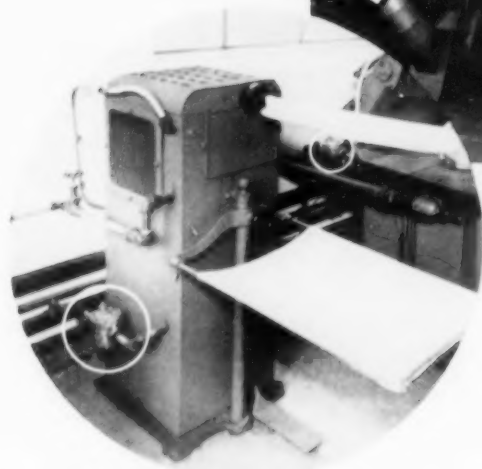
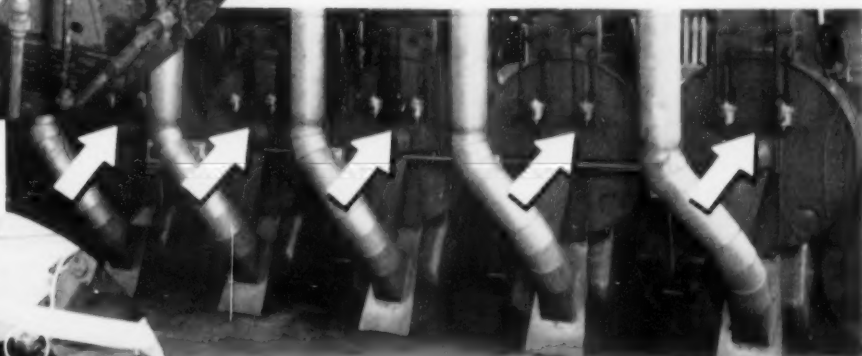
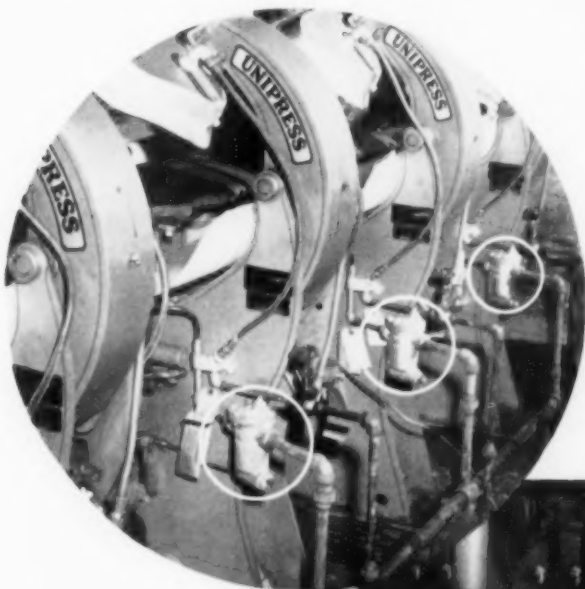
—*Sun Ray Cleaners, Chicago, Illinois.*

**20 to 25% FUEL SAVINGS, 20% production increase** since trapping with Armstrongs.

—*Utopia Cleaners & Dyers, Birmingham, Alabama.*

**50% LESS TRAP MAINTENANCE** since changing to Armstrongs.

—*Eastern laundry and cleaning plant.*



**TWO HOURS LESS HEATING-UP TIME** and 10% fuel savings since installing Armstrongs on all steam heated equipment.

—*Robertson's Laundry & Cleaners, Sault St. Marie, Mich.*

**NEW MACHINES NOT NECESSARY**— Our boiler was turning out plenty of steam and we weren't using it—capital expenditures for new machines found not necessary.

—*Soft Water Laundry and Cleaners, Long Beach, Calif.*



**More Armstrong Steam Traps are used in more laundries and dry cleaning plants than all other brands combined.**

Find out why . . . and how they can help you cut your costs. Send for Bulletin 1931. It tells: how to figure the cost of steam traps . . . what size traps to use on every machine in your plant . . . how others have profited with Armstrongs . . . design features, capacities, prices and dimensions of Armstrong Steam Traps.

Send the handy coupon today.

**ARMSTRONG STEAM TRAPS**

Armstrong Machine Works

8504 Maple Street,

Three Rivers, Michigan

Send me a copy of Bulletin 1931.

Name

Company

Address

City  Zone  State





## PERK-X-TRACTOR

### No other cooker matches its results:

- A full load cooked in 30 to 60 minutes instead of 4 to 8 hours, and done without attention.
- Solvent comes out fast . . . in a stream, not a trickle . . . proving unheard-of efficiency.
- Recovered solvent is crystal clear.
- As little as 1 lb. steam pressure required . . . no interference with other steam needs.
- Cooked sludge is light, clean to handle, nearly bone dry.
- Perk-x-tractor unloads itself . . . mechanically, automatically. No labor needed.

### No other cooker matches its design:

Perk-x-tractor *agitates* the sludge with a motor-driven paddle, while steam passes through it. Low pressure steam rises easily through the mass. Efficiency of solvent recovery is tremendously increased, because the constant stirring of the sludge permits a free flow of steam. The recovered solvent, extracted at low temperature, is crystal clear—and it comes out faster than you have ever seen it come from any cooker! When the job is done, you just turn on the motor and the paddle automatically dumps the cooked sludge into a catch box. It comes out of the unloading door light and nearly bone dry . . . proof that the new Pantex Perk-x-tractor is without equal as a solvent extractor! Write for details today!

**Pantex** MANUFACTURING CORPORATION

Box 660A, Pawtucket 8, Rhode Island

and marking machine are situated side by side on the marking table.

The marker then breaks open the customer's bundle of garments and the accompanying invoice is placed in the invoicing-pricing machine. The description of each garment, together with the price charged, is then printed by the machine on the invoice. After all garments have been listed for that particular customer, the machine is cleared, printing both the date and the total charge.

The complete invoice is then removed from the machine and a garment number (not to be confused with the consecutive numbers preprinted on the invoices) is assigned to the ticket. This same garment number that has been issued by the marking machine is also stamped on each garment marking tag. One of these marking tags is affixed to each garment in the bundle and remains with it during the cleaning process.

After cleaning, the garments that make up the finished bundle are sorted from the other items in the cleaned lot by using the tag numbers. To speed up the process and to insure accuracy, the assembler works from the invoice and uses both the garment number and the detailed description of each

garment. The completed bundles are then placed on racks by route numbers or placed on a will-call rack.

After each day's marking-in is completed, a special key on the invoicing-pricing machine is punched to give the total volume for that day. A girl in the office keeps daily production sheets on which she lists the daily machine total. Since each invoice indicates the source of the garments, call office or route number, the totals of each outlet must balance with the daily machine total. The daily production sheets are then routed to the bookkeeper who keeps a summary of drivers' incomes and commissions.

By employing this control system, Country Club is now assured of receiving full payment for every dollar's worth of work produced. While actual savings in time on marking-in are modest, the machine has helped tremendously in assembly and in reducing claims. Time saved by drivers on routes and by office personnel in checking tickets (which formerly resulted in steady overtime) has enabled Mr. Bohannon to relieve some of the employees for other important duties. This is the reason for his conservative estimate of annual savings of at least a thousand dollars. # #

## HOW NEW BOILER CUTS FUEL

*Continued from page 36*

tion control automatically purges the combustion chamber before ignition. It controls ignition, burner operation and fuel supply. On a shutdown, a blower automatically cleans out the combustion chamber. The modulating control, the crux of the control system, adjusts fuel and air in just the proper ratio to suit demand, thereby holding pressure or temperature to a constant level. Meantime, an automatic water-level control governs the supply to the steam boilers.

The modulating motor sets both the fuel valve and the air shutter according to the demand on the boiler. The fuel and air ratio at the burner is proportioned for uniform efficiency for any firing rate from 20 percent all the way up to 100 percent. Both the pilot and main flames are controlled electronically in the combustion chamber. If the flame goes out, the flow of fuel to the burner is stopped. In the event of a forced-draft failure, the burner again shuts down.

Other safety factors are guarded automatically. If boiler water drops to a hazardous level, a low-water cutoff shuts down the burner. A pressure switch shuts down the burner if steam pressure rises to a preset limit. The hot-water boilers are protected by an excess-temperature switch.

The boiler itself is a firetube type with 5 square feet of heating surface per boiler horsepower. It is known as a three-pass boiler, which means that flue gases pass through the center combustion tube along the lower bank of tubes. At this point, the gases reverse again and return to the rear through two parallel paths to either side of the combustion tube to the gas outlet. With forced-draft fans, natural stack draft isn't required. The Wohl boiler has only a small vent, since the fan forces the air for combustion into the firing chamber and the gases out the flue at an even pace.

The rear of the boiler is actually a swinging door to which the rear refractory is attached. This is easily removed and has simplified the job of inspection and cleaning. Where the old boiler required cleaning every three months, the current unit has needed cleaning only once a year.

The insulated front cover can be taken off in sections without disturbing the burner, control equipment or piping. Handholes are provided on the boiler for inspection of the water side.

Ease of inspection and cleaning, therefore, coupled with fuel savings and dependable pressure from its boiler have proved great advantages in I. Wohl's operation. # #



# THERE'S A BIG DIFFERENCE

in the way **Pantex** Perk-o-matic  
employs the cold, two-bath process



## Visit a Perk-o-matic installation AND SEE . . .

. . . that load after load is cleaned to the same top quality, day after day. Watch how little wet-cleaning has to be done . . . practically none at all. And see for yourself that spotting is reduced to only a few pieces per load, instead of a dozen or more.

**That's PRECISION drycleaning . . . Perk-o-matic drycleaning.**

*And only Perk-o-matic will do it.  
Here are just two of the reasons why.*

- 1** Only Perk-o-matic has *Positive Deep Drop* cleaning action design . . . a different cylinder that gets far more powerful yet harmless cleaning action.
- 2** Only Perk-o-matic automatically conditions rinse solvent . . . through efficient, automatic control of distillation that keeps rinse solvent in ideal condition all day long.

The difference shows up in the quality of the work, and in the cost per job. And it's a difference you can see with your own eyes. Before you decide what equipment to buy, see for yourself the results that only Perk-o-matic can give.

To make sure you get the most for your equipment dollars, see for yourself that only Perk-o-matic *gives* the most. Mail the coupon today . . . and see Perk-o-matic drycleaning with your own eyes.

**Pantex** MANUFACTURING CORPORATION

BOX 660-A, PAWTUCKET 8, RHODE ISLAND

Tell me where I can see Perk-o-matic cleaning

Name & Title

Firm

Street

City





PLANNING FOR MODERNIZATION was begun six years ago by Frank D. Watkins (right) and assistant general manager Dan Watkins

## How Modernization Pays for Itself

New methods and mechanization spark volume and profit in old plant

MANY YEARS of thinking and planning have gone into the mechanization and modernization of the drycleaning and laundry plants and call office at Mariemont Laundry & Exquisite Cleaning Center, Cincinnati.

Six years ago, with equipment becoming obsolete and production efficiency low, management decided to revamp the entire operation. The next months were spent visiting various mechanized plants throughout the United States, taking the best features of each and adapting and incorporating them into Mariemont's long-range plans.

At a cost of approximately \$70,000, \$20,000 of which was spent on modernizing the drycleaning operation, Mariemont now has one of the most up-to-date plants in the country. It combines automation with the most efficient stationary equipment to produce a better plant flow.

With the renovation completed, it has been possible to (1) increase capacity with less machinery, personnel and space. The plant is now capable of handling \$5,000 worth of produc-

tion per week as against a former \$2,000 capacity; (2) improve quality substantially; (3) reduce claims (all of which are paid if they are at all reasonable) to less than one-half of one percent; (4) cut costs 12 percent. In addition, employees are now earning between 25 and 50 percent more.

As general manager Frank D. Watkins and his assistant, Dan Watkins, explain: "Mechanization and modernization have been part of the answer, for us at least, to today's rising costs. We've been able to absorb much of the increase by our stepped-up efficiency."

"And the 20 percent volume gains we've had here in the last few years are also partly attributable to our renovated operation. All in all, we feel that the results have been excellent right down the line."

Exactly what installations have been made here? And what are the specific results obtained from each newly mechanized operation?

To start, let's take a look at what has been done in the firm's drycleaning division:

**1. New Machinery.** The latest type of steam-air dress and coat finishing equipment and a one-girl silk finishing unit have been installed.

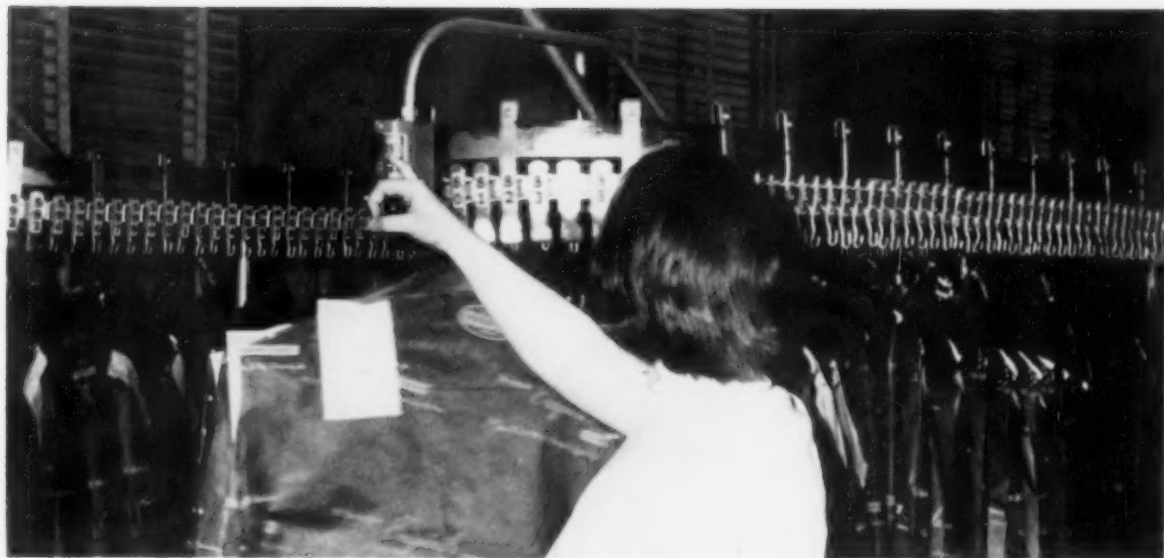
Other changes made in the drycleaning finishing operation include the equipping of presses with fingertip-controlled steam irons, thus enabling operators to finish all linings right at the press.

These innovations are credited with improving the quality of the work turned out, as well as with effecting a substantial labor savings.

As Dan Watkins explains, "The same number of operators is able to put out 100 percent more work. Thus we are handling today's volume increases with no more personnel than it formerly took when production demands were much lower."

**2. Automation.** Slickrails have been installed throughout this department. The motor-driven conveyors, which are approximately 150 feet long and have a 1,600-bag capacity, start at the point where the garment is completed and bagged out. The bagger





BAGS ARE STORED in call office on these two motor-driven storage conveyors

simply hangs the completed work on the motor-driven conveyor which then carries it overhead to the office, where it is stored on one of the two motor-driven drycleaning storage conveyors. This automation, of course, has eliminated manual transportation and handling of completed work, and thus has reduced labor costs and the confusion attendant on moving garments through the plant.

Cost of the plant conveyor system was about \$3,000, and the two storage conveyors in the call office are valued at approximately \$3,200 apiece. Installation was handled by the plant's own highly capable engineer and maintenance man. Thus no installation cost was involved. Nor were there any production stoppages during the conversion. The installation of the conveyors took only three days and was made partly during work hours, without interfering with production; partly after hours.

**3. Marking System.** Along with the modernization and mechanization of garment processing and handling, Mr. Watkins also has adopted an excellent system of marking. This system gives all pertinent information about each order, and each item on that order, in code number.

The information is mechanically imprinted by the marker on triplicate tags, which change color every one-hundredth tag. It includes: (1) lot control number; (2) number of pieces on the individual order; (3) type of garment (such as a lady's blouse); (4) color of garment; (5) whether the item is plain or patterned; (6) whether anything was wrong with the

garment when it was received, such as missing a button or belt, rip, etc., (7) any extras, work done, such as garment repair, for which a charge is made.

The price of each item on the order is also recorded, and the total price of the order given.

There are a number of important advantages to using this system, according to Mr. Watkins. It has speeded up marking considerably, since the marker is able to imprint all of the above information by the use of one

electrically driven machine. There is no writing involved, and thus faster work and less chance for error result.

Also, Mr. Watkins has found that the system acts as an automatic foreman, decreasing the amount of supervision needed in this department. Because the color of the tag identifies the lot, the plant is able to keep better control of production and to know what lot is in process at all times. Employees thus understand, without being told, which garments to process next.

*Continued on page 48*



MECHANICAL CODE marking system has speeded operation, increased accuracy, cut down on need for supervision



Continued from page 47

Garment loss is eliminated also, for all items on an order must be accounted for before the order is bagged. By the same token, it is possible to find work in a hurry, because the tag makes it easy to pick out.

"We've found that the use of this system has effected important savings in time and money," Mr. Watkins sums up. "And in addition, it provides us with a permanent office record of work done in the plant and a complete description of that work."

#### Call office mechanized

Along with the extensive mechanization of the plant, the call office of this Cincinnati drycleaner was also completely modernized. Because the firm enjoys a good cash-and-carry business, in addition to operating eight retail and one wholesale route, call-office efficiency was considered just as important as production efficiency.

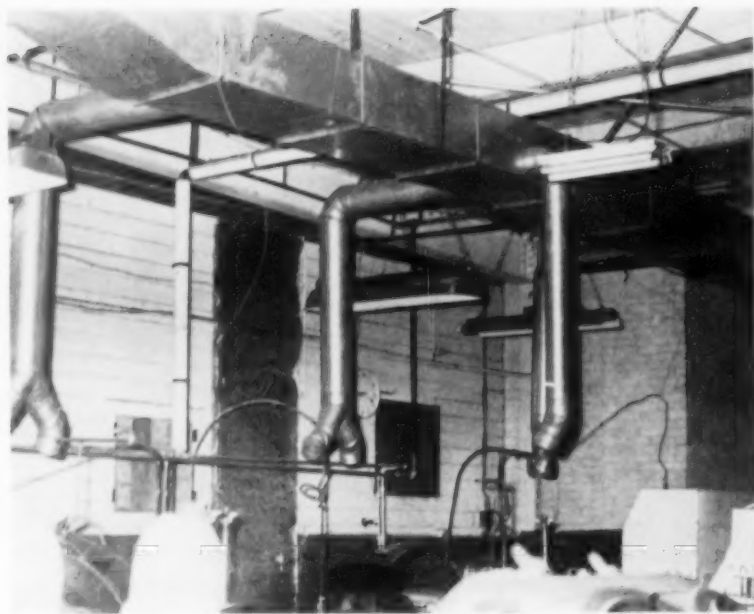
Automatic storage conveyors are used for both drycleaned garments and bundles. The drycleaning storage conveyors, each of which has a 600-garment capacity, are located just a few steps from the customer counters. The clerk simply takes the customer's name, goes to an alphabetical file, and gets the ticket stub which has been assigned a conveyor number where the bag was placed upon completion. She presses that number, and the bag automatically moves toward her.

One of the most important advantages of this system is the labor it saves in the call-office operation, and the ease and speed with which customers may now be served.

The amount of customer comment on the office modernization has been "tremendous," Mr. Watkins reports. He credits part of his company's recent increases in cash-and-carry to the popularity of the automatic storage conveyors and the improved service they make possible.

At the same time, the storage conveyors represent a great saving in space. Formerly part of this work had to be stored in the plant. Today all completed work is stored in the office, and this represents a saving of 600 square feet on drycleaning alone.

Other new call-office features include the installation of air conditioning, and a new layout. Instead of one long counter, four 40-inch formica-top counters with hanging racks have been installed. Each clerk has her own cash drawer behind a counter so that there is no confusion in placing responsibility for the handling of cash. And there is an additional advantage



AIR COOLING installation increases employee comfort and efficiency. Individual blowers (above) release fresh cool air at each work station. In winter they reduce humidity.

in having multiple counters in that personnel are able to work more quickly, yet keep out of each other's way.

Coincidental with the modernization of the plant and office, attention was given to personnel incentives and comfort. The American Institute of Laundering and National Institute of Drycleaning incentive point systems were set up, so that all employees presently work on an incentive basis.

Result of this changeover? All workers are making between 25 and 50 percent more money, due to their increased productivity.

In addition to the incentive system, an evaporative air-cooling installation has also proved important in stepping

up productivity. Increased plant employee comfort the year-round is now achieved here through the installation of an individual blower for each production worker. These are supplied with fresh, cool air at each worker's station. In the winter they also are used to reduce humidity in the plant, and thus cut down on employee discomfort and fatigue.

Cost of such an installation of course depends on the size of a plant and the number of outlets needed to do the job. Mr. Watkins is convinced that his own firm's installation was well worth its initial cost. And he considers the operating cost of the system is low, considering the results obtained. # #



"Understand me, as the new owner I don't intend to do any actual cleaning. I just want to learn enough so that I can bowl out the superintendent."



# Now! completely automatic SHIRT FOLDING



plus the  
sensational  
"SLEEPING  
COLLAR"  
FEATURE



Now... for the first time anywhere...

Prosperity offers you this new, completely automatic Shirt Folding Machine... with the sensational extra feature of the "Sleeping Collar" Shaper.

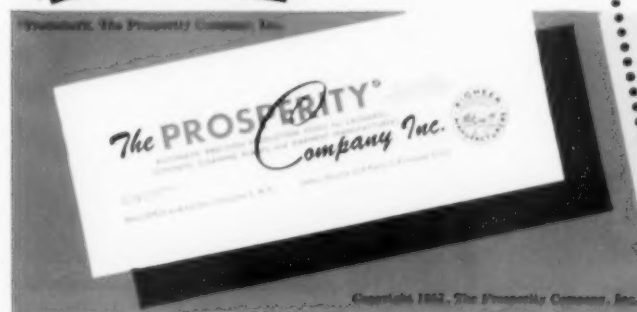
No hand folding required. Even folds the tail of the shirt. Shirts are easier-to-package, easier-to-stack. "Sleeping Collar" method cuts shirt-storage requirements one-third.

Simpler... easier... faster! No collar supports... no boards, no bands required. Just slip an attractive plastic envelope over the finished shirt. Offer your retail customers the smarter-looking, easier-fitting "Sleeping Collar" shirt that everybody wants.

This Folding Machine also available for use with board, band and collar supports.



All of these merchandising aids are available to you for "Sleeping Collar" customer promotion. Sales Kit includes counter cards, window streamers, bundle stuffers, ad mat.



THE PROSPERITY CO.  
125 Marcellus Street  
Syracuse, N. Y.

27P

Yes, send me complete information about the new, completely automatic Prosperity Shirt Folding Machine with the sensational "Sleeping Collar" Shaper.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



## How To Sell by Mail

Trade up present customers and gain new ones by  
launching effective, personalized sales-letter campaign

By GERALD WHITMAN

**HITTING THE TARGET** with bullets instead of saturating the area with buckshot is a fairly apt description of the differences between the use of personalized sales letters and mass advertising media such as newspapers, radio, television, billboards, etc.

Where the latter media will blanket a relatively large area that you may or may not be set up to cover, sales letters are completely controllable, and they:

1. Provide concentration in specific areas.
2. Give greater impact through personal appeal.
3. Can be mailed to specific customers or prospects.
4. Offer a vehicle for general sales appeal or for specific service or seasonal promotions.

By no means do we suggest that this form of direct mail be used to the exclusion of the mass-market advertising you are probably now doing. Instead, it should be considered a follow-up to specific customers and prospects who have been "softened" by the heavy artillery of newspapers, radio, billboards and the like. Since the per capita cost of sales letters is more expensive than that of other media, care should be taken to employ them wisely and for the greatest sales benefit.

A common opinion is that there are too many sales letters in the mail to hope that "one more" will receive any attention. This competition for attention is important but should not be overrated. For one thing, the more distinctive you make your letters, the better chance you will have for success. For another, the results of any direct-mail effort should be measured on the basis of the type of response

the reader has been asked to make. For firms that ask for and complete the sale through sales letters, a 5 percent return may be an outstanding success in that particular field. For direct mailings that merely ask for inquiries from readers, a response of 40 percent or more may not be too much to expect.

When using sales letters, it is good to keep in mind that the job will be done usually from comparatively small percentages of responses. Once this is understood, the performance that a sales letter makes can be approached with better appreciation.

Sales letters can be employed with great effectiveness for an almost infinite variety of purposes—both general and special. They can be used not

only to create new customers from among your prospects and better customers from among your present ones, but as a sales relations tool to placate ruffled feelings and create goodwill.

### How can they be used?

Here are a few of the uses you can make of this medium:

**General Prospects:** This involves the all-inclusive type of advertising message which points up the variety and quality of your services with an invitation to join your clientele of satisfied customers. The selling message may be condensed into a one-shot mailing but, if your budget can stand it, two or three letters—spaced about



**SALES LETTERS** should be carefully checked by management before mailing. Ask yourself: Are they interesting, personal, simple, positive? And most important, do they get the reader to act?



**the coat stayed home—**

**... the trousers were "cleaned"  
in *DIRTY* solvent!**



Maybe it's happened to you. A customer sends just the trousers of a suit for cleaning. And when they come back, they look dingy compared to the coat that *wasn't* cleaned!

A customer has a right to complain when this happens—and he usually does. The reason it happens is simple. You're trying to clean with dirty solvent. In just one day's cleaning, bleeding dyes can build up to dangerous levels.

The cure is simple, too. Use DARCO® activated car-

bon to keep your solvent always clean. Daily use of DARCO DC, in the amount recommended for your system on the DARCO Dosage Chart, will remove bleeding dyes, fatty acids and odors *before* they get a chance to accumulate. And the DARCO treatment costs so little . . . just a fraction of a cent per garment.

DARCO DC steals less soap and solvent than other powders. It comes in easy-to-use 2-pound bags. Order today from your distributor!



**TRY THE DARCO WHITENESS TEST**

*Run half of a clean piece of white cotton or rayon through your washer. Dry it, press and compare with the half you haven't cleaned. If the "cleaned" piece looks gray, your solvent is dirty.*

Write for your copy of the new **DARCO Drycleaning Manual** with the tear-out "How-to-Use-it" chart.



**CHEMICALS  
DIVISION**

**ATLAS**

**POWDER COMPANY**

WILMINGTON 99, DELAWARE

In Canada: Atlas Powder Company, Canada, Ltd.  
Brantford, Ontario, Canada





1524 W. WELLS STREET  
MILWAUKEE

DIVISION 4-2488  
WISCONSIN

**NOT NO TARD A MINUTE  
OF YOUR TIME**

Keep close 1959 -- that's more than fifty five years ago -- Milwaukee's favorite IDEAL LAUNDRY has been making life easier for the community.

And this great background of experience in laundry and dry cleaning leads up to just one thing -- IDEAL's combined ability to make life easier for YOU, today!

We don't very much like to ask you for a minute, IDEAL customer. To get and hold your faithful patronage, we are prepared to offer you Milwaukee's most complete laundry and dry cleaning service!

Today, our modern plant can take care of your every laundry need. Our service includes not only family laundry and drapery cleaning, but also dry cleaning, garment storage, pillow and blanket cleaning, restocking of lamp shades -- all facilities to experts with years of experience behind them.

You will find that it is a real convenience to take advantage of IDEAL's combined services. "ONE CALL WILL DO IT ALL," and you know laundry to be done, a dress to be cleaned, garments to store in pillow or blanket to be cleaned!

To you who do not find it convenient for our route men to call, our new 1959 16 ft. and 20 ft. trucks bring IDEAL to your door. The benefits of every parking space you have left to keep 2777 your dry cleaning and at the same time you can deposit your laundry and have it done in 15.

We would have of our appreciation for the patronage in finding this IDEAL service, we have given you the opportunity to give you with this gift which you will find very useful.

Now that we have introduced ourselves, don't you know call on us. More than anything else, we'd like to have your patronage.

Sincerely,  
THE IDEAL LAUNDRY

**MAKE ONE CALL... DO IT ALL**

FAMILY LAUNDRY DRAPERY CLEANING GARMENT STORAGE PILLOW AND BLANKET CLEANING	DRY CLEANING REWEAVING REWEAVING OF FUR REWEAVING OF FUR REWEAVING OF FUR
--	---



1524 W. WELLS STREET  
MILWAUKEE

DIVISION 4-2488  
WISCONSIN

DEAR CUSTOMER,

Don't you please accept this small gift as a token of welcome to our wonderful city of Milwaukee. It is a Signfile, moisture-proof bag that you may find very useful.

We want to take this way of letting you know that we here at IDEAL Laundry have been serving Milwaukeeans faithfully since 1929. This means over 54 years of service to our community. We are proud of our slogan, "Milwaukee's Favorite Laundry," and hope that we may become your favorite laundry, too!

Our modern plant can take care of your every laundry need. Our service includes not only family laundry and drapery cleaning, but also dry cleaning, garment and fur storage, pillow and blanket cleaning, and restocking of lamp shades. All of these services are performed by experts with years of experience behind them.

We know you will find it a real convenience to take advantage of IDEAL's combined services. "ONE CALL WILL DO IT ALL." Just pick up the phone and call Division 4-2488, and our route men will be pleased to welcome you as a new customer. For "next morning" pickup, call any time, day or night, including Sundays.

Once again, welcome to Milwaukee -- you will find it to be a very great place to live. We sincerely hope that we may be called upon to serve you soon!

Sincerely,  
THE IDEAL LAUNDRY

**MAKE ONE CALL... DO IT ALL**

FAMILY LAUNDRY DRAPERY CLEANING GARMENT STORAGE PILLOW AND BLANKET CLEANING	DRY CLEANING REWEAVING REWEAVING OF FUR REWEAVING OF FUR REWEAVING OF FUR
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SAMPLE SALES LETTERS prepared by Ideal Laundry, Milwaukee, serve different purposes. Left: General solicitation letter sent to one group of prospects of a time outlines complete "one stop" facilities, offers route and counter service. Could be improved by using signature, even if only by rubber stamp. Right: Newcomer solicitation letter welcomes family to town and includes gift bag. Here again reader's name and signature would be improvement.

a week apart--should be used. This drives home the idea by repetition.

Even a general letter of this type can be employed for specific goals. Although you may want to saturate your community with this message if you are equipped to service a large area, it can be pointed to build up certain weak routes or to strengthen counter business. Either of these objectives can be accomplished by judicious use of your mailing lists, a point which will be covered later in this article.

**New Arrivals:** People who have just moved into your trading area, whether from out of town or from another part of the city, are prime targets for solicitation--personal and by mail--and generally, the first to ask has the inside track. Make sure you're the first. People who have just moved are in the process of changing all their tradesmen and suppliers and they will be receptive to your friendliness.

Spotting new arrivals in your town and in your neighborhood can be made easy by keeping a close check on newspaper announcements, real estate transactions, activities of moving companies and installation of gas

and electrical service. Don't overlook the Welcome Wagon Service in your town (if there is one) to help you get your message into the right hands.

**Newlyweds:** Like new arrivals, newlyweds are top prospects. At a time when the bride is very conscious of her own inexperience she needs all the friendly help she can get in running her household. Keep a regular check on marriage licenses issued in your trading area and follow up on them. Winning the confidence of these new homemakers can pay off in years of profitable business.

**Irregular Customers:** If you've been in business an appreciable length of time, you will know what your average customer gives you in the way of business and how often she uses your service. For those people who are pretty well below par in either of these instances, a good sales letter or two often will prompt greater and more frequent action.

**Lost Customers:** It costs more money to create a new customer than to regain a lost one and every effort should be made to find out why anyone

leaves you. Quite often the reason is trivial and a personal call or letter can make all the difference in the world in smoothing hurt feelings. Provide the ex-customer with a return mail piece so that she can let you know what's on her mind.

**Thanks for First Order:** Everyone appreciates thoughtfulness, and your thoughtfulness in thanking a brand-new customer for her first order is a surefire goodwill builder. She realizes that you *do* care whether or not she patronizes your firm and will be inclined to continue patronizing you if the quality and service remain satisfactory. Don't ignore this opportunity to cement good customer relations.

**Collection Letters:** Not directly related to selling, this type of letter will nevertheless keep a tardy-paying customer if it is phrased correctly. Experience shows that subtlety, tact and a sense of humor achieve far better results than sheer firmness. Quite often the customer who has not paid her bills promptly is just forgetful and a good-natured reminder will speed her check on its way. A series of three

*Continued on page 56*



*"now Thumper  
and I are helping  
licensees sell  
Sanitone Dry  
Cleaning!"*



**...AND SANITONE DRY CLEANERS EVERYWHERE  
PROFIT FROM THESE DISNEY  
COSTUME PLAY BAGS!**



When Walt Disney gave Sanitone exclusive rights to Costume Play Bags printed with costumes worn by Cinderella's leading characters, youngsters everywhere went into action. Dry cleaning sales zoomed. "Sales increased 44% in 2 weeks", is the word (from a Canadian Licensee); 31% up first 3 weeks (Texas); during showing of movie up 49% (New Hampshire); April volume up 25% over last year, broke all records (Pennsylvania).

Now history is repeating itself with Disney's release of BAMBI backed by \$1,000,000.00 worth of publicity in magazines, newspapers, T-V shows and theatres. And Sanitone cashes in again!

This is just a sample of one of the business-boosting promotions available to Sanitone licensees. Coupled with the customer-pleasing quality of Sanitone Dry Cleaning, the combination is unbeatable. Write today to learn how you can share in these benefits.

**SANITONE DRY CLEANING SERVICE**

A DIVISION OF EMERY INDUSTRIES, INC., CAREW TOWER, CINCINNATI 2, OHIO.

August, 1957

53



# "This MANITOWOC 2-bath Perchlor is superior to any machine we've worked with"

Says MR. JACK DAVIS, Owner, JA-MIL Cleaners, Birmingham, Ala.

"OUR dry cleaning business is being built on the quality output of our Manitowoc 2-bath Perchlor system," says Mr. Jack Davis. "It has dramatically demonstrated its superiority over any machine we've had experience with!"

Here, in his own words, are some of the reasons Mr. Davis has found complete satisfaction with his Manitowoc unit. "Our Manitowoc completes a cleaning cycle in 22 minutes (including tumbling) with consistent quality, maintains true color values of rich-toned garments and has an extremely low re-run average. The machine is well-engineered and compact . . . occupies only 32 square feet of floor space. Operation is entirely automatic and can be handled by any of our personnel

. . . there are no complicated electrical circuits, confusing dials or switches. The efficient Manitowoc-Olson tubular filters have an excellent recovery rate and cut maintenance time. We get more gentle garment handling — less button and snap replacement — with the twin-pocket feature of the washer-extractor. We can clean fragile materials like leather and suede almost as well as the specialists and at half the price."

Serving about 1,000 customers weekly, JA MIL Cleaners is growing daily with an unbeatable combination of quality output and personal service. "The 105 lb. per hour capacity of our Manitowoc," says Mr. Davis, "provides ample reserve and will eliminate any future 'production' problems."



## "94% solvent recovery . . . best in the city!"

Mr. Davis estimates that savings on solvent alone will almost pay for the complete Manitowoc installation in a six year period! Excellent recovery like this is due to extremely efficient tubular filters and "no-surge-over" still, plus the high recovery rate of Manitowoc super-speed tumblers.

## MANITOWOC FINISHING EQUIPMENT

### *Low-cost · complete line!*

New job-proved spotting and finishing equipment can be installed in your plant at little cost — give you the highest quality work. Select from a full line, including Spotting Boards; Spotting Guns; Finishing Boards; Puff Sets; Fabric Head Topper; Triple Fabric Head Finisher; Automatic Form Finisher; Utility Dry Cleaning Press; and Mushroom Dry Cleaning Press.



NATIONAL CLEANER & DYER





Mr. and Mrs. Jack Davis of JA-MIL Cleaners keep their quality standards high with Manitowoc.

**"75% faster than petroleum . . . requires 300% less labor"**

"Petroleum units also require a 45% higher insurance rate, higher paid personnel to handle the machinery and cost twice as much for the installation," Davis noted.

**"50% less spotting than other machines!"**

The Manitowoc 2-bath Perchlor requires less than half the spotting time than any other unit Mr. Davis has worked with — synthetic or petroleum — and produces a completely odorless garment.

**"Diverti-Flo means less soap cost and rinse contamination"**

Manitowoc's exclusive solvent control process positively prevents intermix of soap and rinse solvents at any time during the cycle. Garments come out with their original color and brightness.

**"Buying Manitowoc was our wisest choice . . . proven by the record!"**

Put a low cost Manitowoc unit in your plant and enjoy the business-building benefits Mr. Davis has discovered. Call your Manitowoc jobber today or send the coupon for quick information.

**Manitowoc**  
A Complete Line of  
DRY CLEANING and  
FINISHING SYSTEMS



*Perchlor*  
**140°F-105°F**

**Get full details NOW!**

Manitowoc Engineering Corp., Dept. MRS-2  
Manitowoc, Wis.

More information wanted on the following!

- ☐ Perchlor Dry Cleaning Systems
- ☐ Petroleum Dry Cleaning Systems
- ☐ Tumblers    ☐ Stills    ☐ Filters
- ☐ Spotting and Finishing Equipment

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

DC 1



### Stamped Postcard to Prospects

Dear \_\_\_\_\_

When I last stopped at your home you requested that I call back on \_\_\_\_\_. You can depend upon me being there and I will be happy to be of service to you.

Gather together any garments that need dry-cleaning. I will pick them up and you will open the way to a wonderful new experience in garment care.

Sincerely,

Your Elite Route Salesman

POSTCARD MESSAGE to prospects who say "Stop back next week" is used by Elite Laundry, Washington, D. C., to promote drycleaning. Routemen get 50 percent return on their call-backs.

Continued from page 52

or four letters of this kind should be made up and mailed out about two or three weeks apart if the initial duns get no response. Give the customer every benefit of doubt to spare her undue embarrassment.

**Complaints:** A customer should never have a chance to point out a flaw to you. If the fault cannot be corrected set your adjustment machinery in motion at once. Even if your first warning is a customer complaint, a full statement of your findings will go a long way toward soothing her. The trouble you have taken to give satisfaction will convince her that she hasn't been given a "brushoff."

**Regular Customers:** Last, but perhaps most important of all, your present customers should be the recipients of most of your sales-letter efforts. Either en masse or in selected groups that can be followed up conveniently by routemen's calls, customers should be advised fairly regularly of any specials being run, seasonal promotions, new sideline services, changes in route schedules, plant improvements or expansion, etc.

Equally important are sincere holiday greetings and general thank-you letters for old customers' continued and loyal patronage over the years. If your records are set up so that you can convey anniversary, birthday and other congratulatory messages you will go a long way toward keeping their loyalty.

A good salesman makes a good impression at first glance. He is neatly dressed, his clothes fit and suit his

personality. He calls you by your right name, presents his story quickly and completely. *Your mailing piece is your salesman*, and it must have these same virtues.

### How to write sales letters

You have undoubtedly received sales letters—both plain and elaborate. You have probably given some of them a glance and tossed them into the wastebasket. You didn't consider them worth your time. But, some of them you've treated differently . . . read them . . . acted upon them. Why? Because they interested you and encouraged action.

Good sales letters—the kind that are read and produce results—contain four very important ingredients: *attention, interest, desire, action*. A good letter riveted your attention in the first sentence, maybe in a headline. It told you what the product or service would do for you. It made you want whatever it was offering you. It told you how to get it . . . and asked you to get it.

The envelope and letter were addressed neatly and correctly. A sure way to offend a customer or prospect is to misspell her name. Appearance is highly important, too, particularly in your business of selling cleanliness.

Your letter, going to friend, customer or prospect, is *you*. True enough, when the addressee gets that letter, you're not there. You can't answer any questions she might have. Your letter is on its own; it either does the job or it doesn't. It won't stand a chance unless it is as direct, simple and personal as possible.

Before you send out a letter, reread it and ask yourself: Why should anyone read this? Why should anyone believe this? Why should anyone do anything about it?

Measure your letters in these terms:

1. Is it centered around the reader's interest?
2. Is it simple?
3. Is it courteous?
4. Does it talk to the reader as you would?
5. Are all your statements specific?
6. Is it positive?
7. Does it ask your reader to act?

Most people like to receive a friendly, interesting letter. Capitalize on that. The personalized nature of this medium should be played up to full advantage. Do not visualize yourself writing to groups of hundreds or perhaps thousands of people. With this approach you are almost certain to produce a "mass letter" that has none of the personal appeal you want.

The best way to get personalization into your letters is to get yourself in a "me to you" frame of mind. Write as though you were writing to a personal friend telling her the advantages and benefits of the service you have to offer. When it is done this way, the letter stays personal and takes advantage of the individualization that is the strong point of direct mail.

If you want to enclose a leaflet or a folder—fine—but never send either without an accompanying letter. They are only supplements to your letter. Tests show that first-class mail more than pays for its extra cost in increased results over second-class matter. Prepare all your letters in terms of what will interest your customers. Avoid anything and everything that will hamper the clear and simple telling of your story. Too many enclosures can be confusing.

Many direct-mail users vary their mailings by using different color paper with each new letter. Your selection of a particular color could have a distinct bearing on the reception of your message. By using colored paper you also get a two-color effect at a cost of one-color printing.

When you make a special offer that calls for a direct reply, be sure to give your telephone number or to enclose a reply card. In the first case, it is wise to have enough phone service so that your customer can reach you without annoying delay. If you use a card, make its purpose clear. Make it easy to fill out and return. It should bear a return-postage guarantee. Thus, you pay the postage only if the card is returned. Reply cards also serve as a good test of the effectiveness of your mailing.

The arrival time of your letter is



# MYCEL

CONTROLLED

*drycleaning*

employing the micelle principle

*with* Formula 886

Electronic Conductivity Control

Separate Purified Rinse

## for perspiration removal without wrinkling

The MYCEL process is the only system of drycleaning capable of the near-elimination of wetcleaning with controlled safety. This is because the MYCEL process provides two constants which never before were attainable:

- Constant moisture level in solvent

*Based on 3/10% of all solvent in charge system.*

A research report released by a neutral source shows that 3/10% moisture in a 4% charge removes 66% more water-soluble soil than 8/100% moisture in a 1% charge. STREET's CONDUCTIVITY CONTROL provides automatic introduction of moisture at intervals during each cleaning cycle so as to maintain a constant moisture level equal to 3/10% of solvent.

**Result:** Near-elimination of wetcleaning.

- Constant moisture absorption by fabrics

*Based on 15% dry weight of rayon.*

When the 3/10% moisture is solubilized by a 4% charge of STREET's FORMULA 886, lipophilic micelles are formed which control the release of moisture. These micelles provide constant moisture absorption by fabrics equal to that which the same fabrics would absorb from atmosphere conditioned at 70-75% relative humidity.

**Result:** No wrinkling or other distortion of fabrics.

N.I.D. FELLOWSHIP BULLETIN F-14 supplies graphs and tabulations which illustrate the dual control of 3/10% moisture level in solvent and the constant moisture absorption of fabrics equivalent to 70-75% R.H. Write to STREET'S for free copy of F-14 and for conference with a field technician highly trained in the MYCEL process.

R. R. STREET & CO. INC. 561 W. Monroe St. Chicago 6, U.S.A.



also to be considered. You will want to reach customer or prospect when she is most receptive to your message. In areas covered by your routemen, time your letter to reach the reader either on the day before or the day of your pickup.

How long should a letter be? Long enough to attract attention, inspire interest, develop desire and ask for action. Opinion differs on average length, but a good rule of thumb is to avoid writing more than one page if you can help it. And for the benefit of ladies who don't have their spectacles handy, don't use small type.

#### How to produce them

After the copy for the sales letter has been prepared, you will have it produced in printed form. If a typewriter is available, the letter can be typed on a mimeograph stencil. The stencil can be taken to a local letter service to be run off on its mimeograph machine. If a limited mailing is to be made, there is a good case for having the letters individually typed, addressed and signed. This is in keeping with the individual and personal appeal that sales letters can achieve so effectively.

If a mass-produced letter, more at-

tractive than is possible through mimeographing, is desired, it may be best to contact the printer who prepares your firm's letterhead. With your letterhead plates in his files, very few additional problems would be presented in printing the sales letters.

No matter how the printing is done, whether from stencils made on your own typewriter or by a commercial firm, be sure that the "Dear Mrs. Jones" or "Mrs. Smith" salutation is printed on the same machine. That way, it will look less like a form letter.

Sales letters may well prove to be the way to more aggressive promotion and increased sales that you want for your business. You can be certain of one thing—while you were reading this article millions of women were reading sales letters and deciding to spend money on someone else's goods and services. # #

**Economy, Accuracy, Efficiency**

# 2 of the Stars

## ON THE "PRE-MARKED" HIT PARADE



### ★ PRE-MARKED STRIP-TAGS

Cut marking and checking costs to **ONE-HALF**...400 color combinations...1000 strips to a box, 6 tags per strip, numbered 1 to 1000. Only \$3.30 box (white), \$3.50 (colored).



### ★ SAV-WAY Piece-Count System


... So easy to use! Only 59¢ per 1,000 tags... Choice of 10 - colors, Piece numbers 1 to 8 in each color.

Piece Numbers identify the number of pieces in order

Customer's number

Unit number... to identify stores, lots, drivers, etc. Numbers 1 thru 12 in stock.



 See our whole money saving line

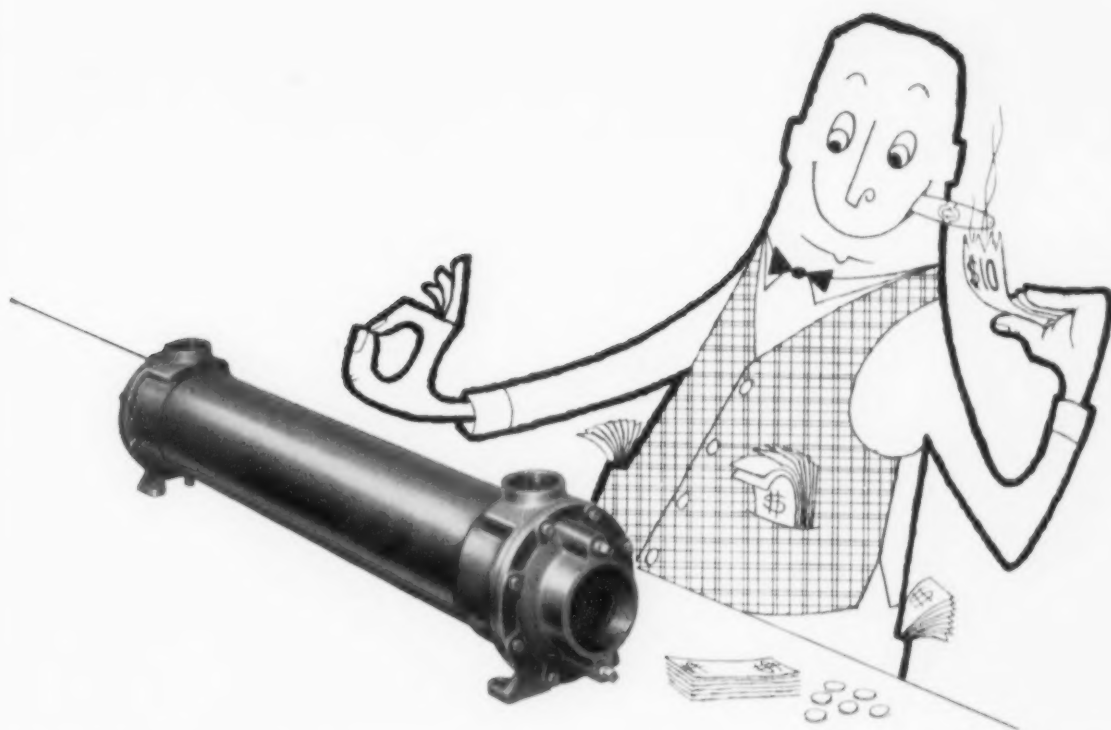
Consult your  
Jobber or ▶

WRITE PRE-MARKED STRIP-TAG CO.  
3232 India St., San Diego 12, Calif.

#### How To Build a Mailing List

1. Your present customers.
2. Ex-customers and irregulars.
3. Suggestions from your route salesmen. They get around—they'll be able to post you on new arrivals, etc. They can learn names of people next door to customers.
4. Names of other women suggested by customers. If possible, get their permission to use their names as references.
5. Membership lists of country clubs, civic groups, service clubs, etc.
6. Lists from City Hall where records are available of marriage licenses issued, birth records, building permits, etc.
7. Names of people from conducted tours of your plant. It is always appropriate to have them register in a guest book or sign for door-prize drawings.
8. Watch newspapers for news of weddings, births, society events, etc.—anything that will turn up good prospects.
9. In some towns a phone book listing subscribers by street address rather than alphabetically will tell you who lives in the "better part of town" sections.
10. Utility companies will have records of new "turn-ons" which mean new residents.
11. Whatever list or lists you use, be sure you keep them up to date. There's nothing worse than sending a letter to a person who should have been taken off your prospect list and put on to your customer roster.





## YOU'RE SURE TO MAKE MORE MONEY with this low cost Solvent Cooler on the job

In no time at all, a *low cost* Ross Solvent Cooler will prove to be your most profitable investment. By preventing solvent overheating all year 'round, it quickly pays back its cost many times over in numerous ways:

- Top cleaning quality is assured at all times to give you the real key to *more* business. Present customers not only stay "sold" but also "sell" others for you.
- You won't be plagued with color bleeding, difficult spot removal, shrinkage, relaxation, "felting," stubborn wrinkles, breaks, ruined sizing and dressings.
- Solvent temperatures won't get out of hand to drain off your profits with damaged garments, lost working hours, wasteful evaporation, plugged filters and pressure troubles.

- Your workers will not suffer from sickening fumes... and you will have taken a positive step to avoid disastrous fire and explosion. Rugged, compact and easy-to-hook up, a Ross Solvent Cooler can keep your business "profit-safe." The sooner you install one in your plant, the sooner you'll be money ahead.

Make sure that you get the complete story without delay by mailing the coupon below or calling your equipment distributor.

Ross Heat Exchanger Division of American-Standard, Buffalo 5, N. Y. In Canada: American-Standard Products (Canada) Limited, Toronto 5, Ont.

### ROSS HEAT EXCHANGER

Division of AMERICAN - Standard



**SOLVENT  
COOLERS**

ROSS HEAT EXCHANGER DIVISION • Box 2081, Buffalo 5, N. Y.

Rush literature and prices on your solvent cooler at no obligation to me.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**W**ant to improve your quality?

**W**ant to save at least **25%** on your soap cost?

**W**ant to get at least **15%** higher swatch test reports?

**W**ant to distill at least **50%** less?

**USE**  
**WATER WHITE**

**XXX**  
**TRIPLE-X DRI-SHEEN**



# XXX DRI-SHEEN

## THE USE OF TRIPLE-X

the charge soap that is not removed by sweetener powders or Activated Carbon, will make these savings for you and at the same time guarantee improved quality! These things are achieved by controlling the condition of your solvent—no more contamination in your charge.

Make Adco prove these things to you in your plant at Adco's expense.

One of our 56 trained drycleaning technicians will call and make an appointment with you to demonstrate Triple-X Dri-Sheen—in 1%, 2% without rinse, or in the 4% charge. No new equipment needed. No time lost and

- Adco guarantees:**
- 1- *Faster movement of garments through plant.*
  - 2- *Better quality.*
  - 3- *Less cost.*

Triple-X Dri-Sheen works perfectly in all types of conductivity and humidity controls.

Make us prove it at our expense. To contact the Adco technician nearest you, call today to:

**Adco,** INC., SEDALIA, MO., U.S.A.

Manufacturing Chemists since 1908



## N.I.D. NEWS



**General Course Graduates:** Thirty-seven students from 18 states and 4 foreign countries have completed the ninety-seventh general course in dry-cleaning plant practices. Serving as officers of the class were president Aris P. Harris, American Drycleaners, Allentown, Pa.; vice-president Ben Sutton, Mebane Laundry and Drycleaners, Mebane, N. C.; vice-president Fred D. Spuzello, Acme Cleaners, Des Moines, Iowa. For achieving highest grades in the course Don T. Clucas, Pantatorium Cleaners, Greybull, Wyo., won the John P. Gray Memorial scholarship to the management course.

**Front row, left to right:** Martin T. Lenk, "La Quimica," Quito, Ecuador; William J. Raymond, Mews Drycleaners, St. John's, Newfoundland, Can.; Bill T. Hidaka, Chicago; Addy A. Schewitz, Atlas Cleaners, Dyers and Launderers, Port Elizabeth, South Africa; Marvin Miller, Thrifty Cleaners, Hartford, Conn.; Lawrence F. Shriver, Bond Cleaners, Paris, Ky.; Calvin Smith, Beaver Drycleaners, Cleveland; Carl W. Kimm, Illinois Cleaners and Dyers, St. Charles, Ill.; Lauren W. Dison, Dison's Cleaners, Rochester, Minn.

**Second row:** Pierre Toby, Les Grandes Teintureries Associées, Brus-

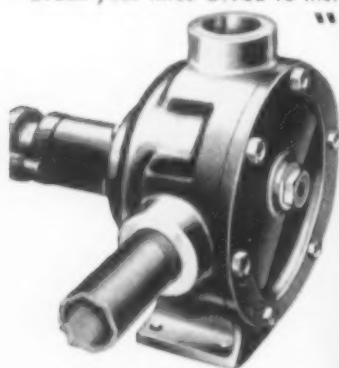
sels, Belgium; Dick Keshghegan, Bell Cleaners, Philadelphia; Fred F. Klein, Klein Cleaners, Glen Cove, N. Y.; Ira Kashgarian, Paramount Cleaners, Brockton, Mass.; Edwin E. Weber, Spokane Drycleaners, Spokane, Wash.; John W. Barley, Llewellyn's Cleaners, Louisville, Ky.; Edward C. Breen, Breen's Cleaners, La Grange, Ill.; Mel Levine, Elmont Cleaners, Elmont, N. Y.; Fred D. Spuzello.

**Third row:** Abie C. Skinner III, Oriental Laundry and Cleaners, Corpus Christi, Tex.; Ellis F. Staples, Parisian Cleaners, Lynn, Mass.; Herschel B. McCarty, Schumann & Co., Chicago; Charles Kirsch, Regency, Brooklyn, N. Y.; Einar G. Thomason, Shallett Cleaning and Dyeing, New London, Conn.; Peter Paton, South Side Cleaners, Edmonton, Alberta, Can.; David L. Mitchell, Bassett Cleaners and Laundry, Bassett, Va.; Thomas T. Kubatz, Columbian Laundry and Drycleaners, Newark, N. J.; Roger Hager, Millers Laundry and Drycleaners, Wapakoneta, Ohio; Aladino Gaggini, Centennial Laundry and Cleaning Co., Chicago.

**Fourth row:** Robert C. Stanton, Drive-In Cleaners, Mabelreich, Southern Rhodesia; Aris P. Harris; Dell E. Beesley, Dresswell Cleaners, Jackson, Wyo.; Don T. Clucas; Kenneth D. Frid, Frid Drive In Cleaners, Guelph, Ontario, Can.; Ben Sutton; Gregory M. Hull, Frankfort Cleaners, Frankfort, Mich.; Dub Walker, Ponce de Leon Drycleaning, Coral Gables, Fla.; Robert D. Figuera, Strand Valet Service, Doylestown, Pa.

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### "VIKING RE-NU-IT" PUMP (with easy snap-out liner)



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Install the "Viking Re-Nu-It" pump with easy snap-out steel liner, carbon graphite bearings and extra long stuffing box. You'll have a pump built to give you extra long service.

You then have the big plus factor of the "Viking Re-Nu-It" Kit. If your pump becomes worn from long or hard usage, there is no need to remove the pump from its mountings or disturb permanent piping attached. Merely pull out the old parts, snap out the split liner with a screw driver and insert the "Viking Re-Nu-It" kit in a fraction of the time it would take to install an older type pump.

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**Advisory Committee Gives First Decision:** The Textile Advisory Committee, a newly formed body for the purpose of counseling the National Institute of Drycleaning in its textile analysis program, has ruled that problems arising from sunlight tendering or sunfade should not be attributed to consumer misuse. In this first decision handed down by the committee, the members explained that rapid deterioration is probably due to improper selection of dyestuffs. It is also felt that the drycleaner should not usually be held responsible for such damage, for, once drapes are so weakened, there is no way to clean them without damaging them.

The Institute classifies textile problems into five general categories: those which are occasioned in consumer use; those which result from fabric defects; those caused by faulty drycleaning practices; those of unidentifiable origin, and those due to garment construction.



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## ASSOCIATION NOTES

**Local Meetings:** At a recent meeting members of the **Plainfield (N. J.) Cleaners, Launderers and Tailors Association** heard some interesting aspects of police identification through the use of drycleaning and laundry marks from State Police Sergeant Clarence W. Baker, a specialist in the field. Sergeant Baker is associated with the state Bureau of Identification. He stated that he has often helped cleaners and launderers identify lost articles and guard against fraud.

News of several meetings has been reported by the Dry Cleaners Institute (Ontario) Ltd. Seventy-seven persons attended the Northern Ontario conference. Talks by allied tradesmen, a film by Dalex and panel discussions were included on the agenda. Clarence Rennie served as chairman of the affair. The Ottawa Valley Division has decided to form a division of the Institute in Ottawa. A meeting to complete the organization of the Toronto Wholesale Drycleaners was held at the offices of the Institute. At this gathering officers were elected and bylaws and regulations for the divisions were set up. For its ninth annual convention, the executive committee of the Institute has set up a program to include plant layout and industrial design, public relations and employee relations. The convention is scheduled for September 15-17 at the Royal York Hotel, Toronto.

The **Eastern Canadian Laundry and Drycleaners Association** held its thirty-ninth annual convention recently. Newly elected officers of the group include: Wes Starke, president; Art Rivard, first vice-president; John Clinton, second vice-president (representing the allied trades), and Bill Snyder, secretary-treasurer.

# #

**Local Elections:** Jim Boyd has been elected to a second term as president of the **South Texas Cleaners and Dyers Association**. Also reelected to office were Don K. Nickles, Village Cleaners, vice-president; W. A. Robinson, Northside Cleaners, treasurer, and Virginia Nesbit, executive secretary. Directors include H. A. Culpepper, Culpepper Cleaners; H. I. Hood, Morgan Cleaners; Roy Kircher, St. Louis Cleaners; Charles Krumboltz, Tower Laundry; Al Mayes, Highland Park Cleaners; W. D. Vaught, Vaught

Cleaners; J. S. Wachob, Guarantee Cleaners, and James Wright, Cavalier Cleaners.

The **Idaho State Launderers and Dry Cleaners Association** has reinstalled its 1956 slate of officers for a second term. They include Elwood Hopkins, Pocatello, president; Edward Bieri, Salmon, vice-president; Roy P. Isham, Pocatello, second vice-president, and John Baird, Boise, secretary. Among the directors of the group are: Lewis Wheeler, Mountain Home; Eddie Pedersen, Idaho Falls; Orville Kitts, Weiser; J. O. (Duffy) Randolph, Boise, and Ken Babcock, Burley. Paul Ammon, Coeur d'Alene, is the only retiring director. The election was held during the three-day state meeting of the association at Idaho Falls.

# #

**Dr. Lyle Becomes AHEA Officer:** At a business meeting held as part of its annual conference, the American Home Economics Association elected Dr. Dorothy S. Lyle to the national post of recording secretary. Dr. Lyle is director of consumer relations at the National Institute of Drycleaning.

In a speech before the group, Dr. Lyle discussed new fabrics used in clothing and deplored the poor labeling often found on garments sold today. Dr. Lyle predicted that clothing problems will become simplified in the future, noting the recent marketing of a drip-dry dress that looks like raw silk and may be redyed by the owner in any of a selection of coloring solutions sold with the garment. In speaking of the new disposable paper garments, Dr. Lyle said that the Institute has been asked by a dress manufacturer to develop methods of cleaning this type of clothing.

# #

**California Plans Cooperative Advertising:** A program of cooperative advertising has been approved by the public relations committee of the California Drycleaners Association. If it is approved by the directors the program will be submitted to members at their next meeting at Disneyland, September 28-29.

The projected program includes a 50-week campaign in the 16 leading

newspapers in the state. The advertisements will sell quality cleaning, more frequent cleaning and the idea of patronizing CDA members. The 50 advertisements will have a combined circulation of over 93 million persons. A code of ethics and a standard guarantee of workmanship have also been suggested for inclusion in the program.

Association members will be furnished with enlarged CDA insignia for door and store displays, blowups of the ads and newspaper mats, as well as other effective tie-ins.

# #



**Board Appointments:** Recently reappointed by the governor to the **New Mexico Dry Cleaning Board** were Bernard Spivey, Sam Gray and O. C. Olson. A new drycleaner member, Wilford Cothorn, was also named. Mr. Spivey, who is also a director of the NID, serves as chairman of the group, Mr. Gray as chief supervisor and Mr. Olson as secretary.

Shown in the photo are Mr. Spivey (left) and Mr. Gray. Mr. Gray, who is also executive secretary of the New Mexico Dry Cleaners Association, was given the rank of brigadier general upon his recent retirement from the armed forces.

# #

**New Financial Arrangements for CRI:** Last January, in order to bolster the financial situation of the Canadian Research Institute of Launderers and Cleaners, the management committee evolved a new financing plan. Under the terms of this program, members of the Institute would own the mortgage on the headquarters building. The committee also prepared a curtailed budget, without reducing services to members.

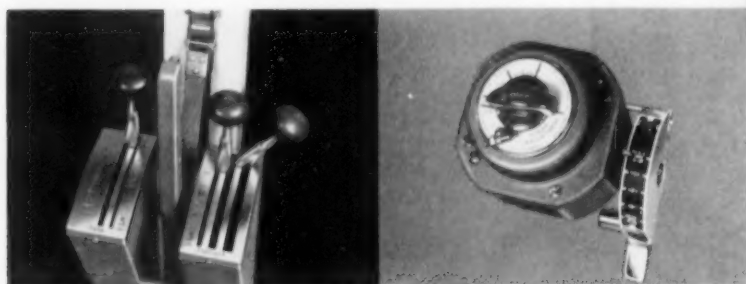
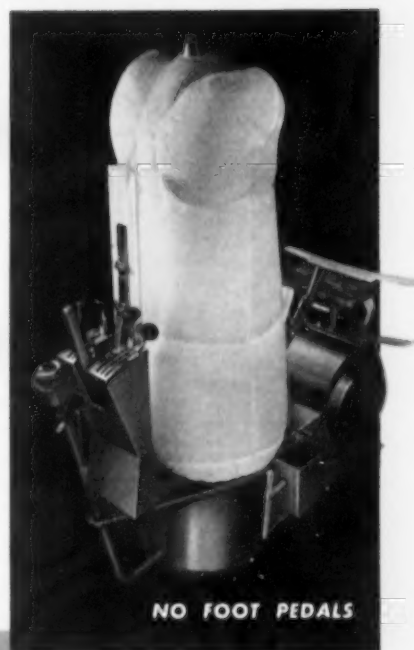
According to the latest report from the CRI, the response to the ownership plan has been outstanding with members oversubscribing the quota.



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Bring on hard-to-work materials for a soft, beautiful finish! . . . chamois, suede-lined, fur-trimmed, gabardine garments and the heavy materials that demand air while steaming.



### ★ Lever adjusted nylon form

Simple! Fast! Accurate! Levers regulate size of nylon form at waist, hip, and lower positions, by moving back and forth in a horizontal motion and quickly locking into position. Position markings for levers enable operator to reset to the exact adjustments required for a known garment style or size. Fumbling and guesswork with controls are eliminated. Actually, you get a more uniform finish . . . your operator is less tired.

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Operator can do other work while the Cissell Form Finisher steams . . . dries . . . and cuts off automatically. Time Switch enclosed in a metal case for protection; mounted at a convenient height for ease of operation.

★ Built for years of service . . . shoulder form—a self-contained unit . . . stainless-steel frame . . . Cissell-built steam valve . . . and every quality feature you expect from Cissell.

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Air pressure adjustable, at front of machine, from minimum to maximum or to any intermediate stage quickly and easily. Now you may adjust air flow for the sheerest fabrics and shape perfectly the heaviest garments WITH SAFETY.

CISSELL FORM FINISHER with one set of #11 Sleeveless, one set of #24 Sleeveless, and one Cissell Vent Clamp, \$530 F.O.B. Louisville, Ky. Guaranteed for one year against manufacturer's defects.



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Cissell vent clamp for short garments.



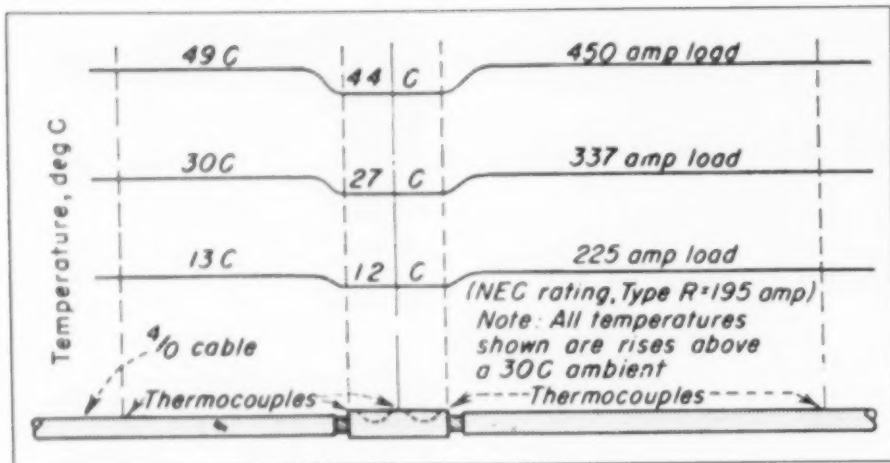


FIG. 1. Current and temperature tests for wiring and connectors show advantage of tight positive joint

## Easing Traffic for Electrical Highways

EVERYONE EXPECTS to see a piece of equipment wear out eventually or break down once in a while. Yet we expect the various power services—steam, water, compressed air or electricity—to keep right on coming. The only way of being sure these services will keep up their end of the job is to make sure their health is constantly watched.

Steam and water lines send off signs of distress in the way of hissing leaks, bangs from water hammer, drips from poor fittings. Unfortunately, electrical lines do not usually alert any one of our five senses with a warning signal unless their problem is past solving. Then, of course, the faulty electrical line lets go with fireworks.

What can you look for to make certain these silent suppliers will stay troublefree? There are, of course, a number of answers to this question because there are a number of specific steps to take for the different functions your electrical wiring performs.

One of the most overlooked steps to troublefree electrical wiring is the matter of connections. By this we mean the gadgets that are used to tie the electrical wiring to the main power panel, to the different feeder circuits, to the individual equipment, motor, fan, lighting fixture, what have you. These gadgets are called, understandably enough, electrical connectors.

Electrical connectors serve the same role in wiring as do pipe fittings, such as elbows, ties, unions, in the piping that carries water or steam. In much the same way that a properly sized and selected pipe fitting adds the least

By JOSEPH C. McCABE

possible resistance to the over-all piping run, a good connector hookup has the same or lower resistance to the electric current than would an equivalent length of the wiring.

A second requirement is that the temperature rise of the joint will be less than the temperature rise of the wiring or conductor. Actually both of these factors are closely linked and depend largely on joint resistance.

We have seen tests run to determine the exact effect of connectors placed in an electric current. Fig. 1 shows the results of just such a test. Remember that a tight, low-resistance connection should prove to be a cool one that won't overheat. In the test pictured the wiring was given a heavier electric current flow than it would usually have to carry. Thermo-

couples were placed along both conductor and connector and the temperature readings that these thermocouples measured were recorded.

You will note the temperature readings for the regular wire to the left above the wire for each current load. The temperature readings for the connector section are carried above the center section.

### Connector types

There are only three types of connections: (1) the splice-type for connecting one conductor to another (Fig. 2, bottom two examples); (2) a tap or branch from one conductor to another (Fig. 3); (3) a terminal at the end of a conductor which connects to the terminal of the motor or other electrically operated device (Fig. 2, top five examples). The most common

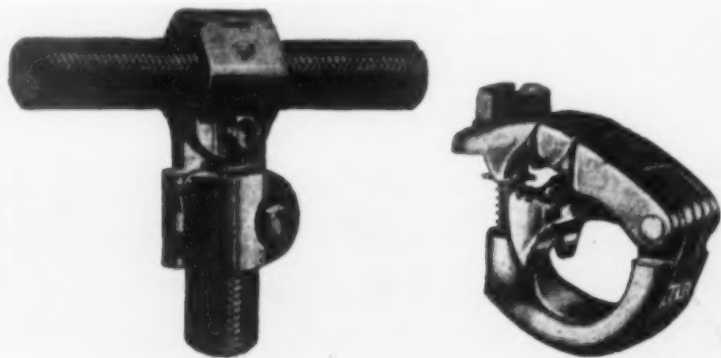


FIG. 3. Tapping into an existing circuit is easy with mechanical connectors



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8-Stage Heat Control**



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## ... Sturdy Double Walls

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Drycleaning Tumbler available in Single Basket: 36" x 18", 36" x 30", 42" x 42"

**ALSO AVAILABLE:** Cissell Gas-Fired or Steam-Heated Laundry Tumblers: Double Basket "Twin"; Single Basket 36" x 18", 36" x 30", 42" x 42"

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Recommended conductor range	Maximum environment	Suggested joint location (in switch, using page)	Type connector	Force system	How conductor makes contact (percentage area, strain, pressure, force and contact area to the load, possible area)
No. 2 stranded 2500 Mm	Severe outdoors or indoors	A, B or C	 BOLT CLAMP		 85% Applied force area Cap Body Contact area
No. 14 stranded 2500 Mm	Severe outdoors or indoors	A, B, C, D, E, F or G (Double indent suggested for extremely loose locations)	 INDENT		 100% One indent Force and contact area
No. 6 stranded 2500 Mm	Severe outdoors or indoors	B, C or D	 COMPRESSION CONE		 75% Force and contact area
No. 8 stranded 1000 Mm	Moderate outdoors or indoors	C, D, E or F	 ETI and CAP		 40% Force area Cap Body Contact area
No. 14 stranded 100 Mm	Moderate indoors	B, E or F	 1000 and 4000 BT 640		 30% Force area Pressure bar Body Contact area
No. 8 stranded 4/0 stranded	Severe outdoors or indoors	B, C or G	 CAMP 1702		 85% Force and contact area
No. 14 stranded 1000 Mm	Moderate outdoors or indoors	B, C or G	 SPLIT BOLT		 25% Force area, heat Force area pressure bar

FIG. 2. Bottom two connectors show splice type connection by mechanical means. Result is positive, low-loss assembly. Upper five connectors illustrate various terminal ends for joining wiring to electricity used (motor, fan, etc.)

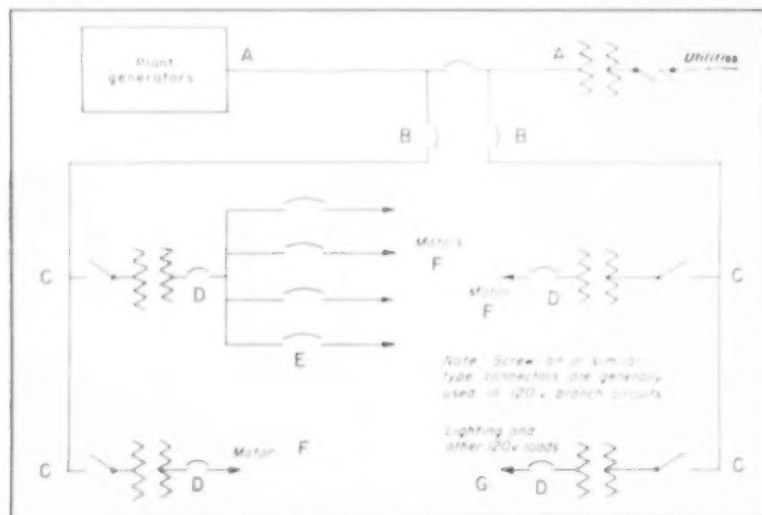


FIG. 4. Used in conjunction with Fig. 2, permits selection of best connector for specific wiring circuit jobs

methods of making the connections are by soldering or by using what are known as mechanical or solderless connections.

The soldering method of splicing was widely used for making connections between small conductors but it has been very largely displaced with mechanical connectors. The surfaces to be joined by soldering had to be very clean to permit a good connection. Furthermore, the joints needed heating, the soldering had to be applied in a prescribed way so that a fair manual skill was required. The arrival of the mechanical connector with its more positive connection, its easier application spelled the end of soldering on a wide scale.

These mechanical or solderless joints can be made not only conveniently but under the desirable high pressure for sound electrical flow. These connectors are of two broad types: (1) for conductors of like size, (2) for connecting conductors of different sizes. Usually each connector is marked for the size of wiring it will accommodate.

The terminal contact surfaces are accurately machined, smoothed and shaped to fit the conductors; the individual strands of standard conductors are not disturbed by the connectors and they require that only a minimum of insulation be removed from the conductor. Good design such as this insures a permanent, low-resistance contact under high pressure, without damage or uneven distortion to the conductor.

Fig. 2 is an illustration showing the seven most widely used connectors in general plant electrical work. The bottom two are known as splicers and serve to bring together two wires. Devices such as these and Fig. 3 make it very easy to tap into existing wiring and add new feeder lines. Unfortunately, this ease of connection makes many plant men overlook the basic fact that the original wiring was meant to carry only a limited current flow and cannot be tapped into indiscriminately without bringing on trouble.

The remaining five connectors in Fig. 2 are known as lug types and serve to join the wiring with the device, such as a switch or motor, where the electricity will be put to use.

Surprising as it may seem, simple devices such as the above owe their acceptance pretty largely to the various municipal and state regulatory bodies rather than to industry's demands. When next you add to your electrical load, check on the connectors your electrician selects and make certain they offer as many advantages as you can have with those pictured in Figs. 2 and 4. # #





- with FABRIC PRESSING HEADS
- with VACUUM
- with WATER-SPRAY GUN & CONDENSER
- with UNPOLISHED HEADS including pad and cover
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able in Double Table Units, (either two-way or four-way) Triple Table Units and Single Table Units... on any Puff Iron except No. 3 Egg. Illustrated above: FOUR-WAY, FABRIC PRESSING HEAD UNIT-TWO 45" DOUBLE TABLES... standard unit includes No. 2 Mushroom, 1L Ladies' Shoulder, 4X Sleever, Corner Plate and Extension Plate with bracket for 4X Sleever.



# CISSELL

## PUFF IRONS

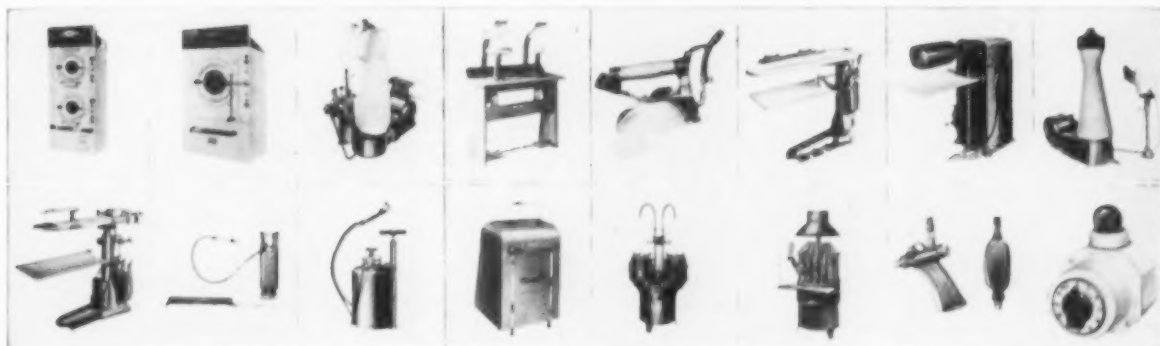


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Hoffman design lets you press all shapes and contours with ease and freedom, and with fewer lays. Extra space in work area and behind buck helps work flow faster. Light touch operation means less

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There's a Hoffman press for *every* pressing operation, every type of fabric, and for any volume. They're designed to work as a team.

When Hoffman presses are companion to the Hoffman H-Jet dry cleaning system, maximum efficiency is extended to the entire operation. We'd welcome the chance to demonstrate.

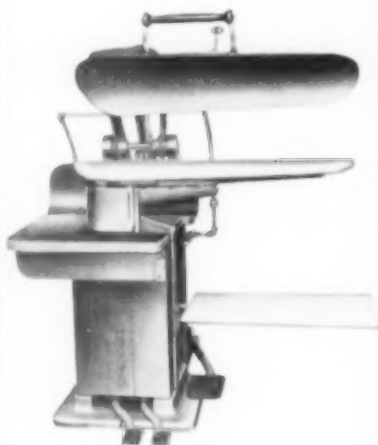
For full information, call or write your nearest Nicholson distributor . . . or to W. H. Nicholson and Company, 12 Oregon St., Wilkes-Barre, Pa.

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### **MUSHROOM PRESSING MACHINE**

For trouser tops, coat backs, collars, form-fitting woolen dresses, blouses, jackets.



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Three machines in one: offset skirt press, an ironing board, a steaming board.



### **TROUSER LEG PRESSING MACHINE**

Instant steam from head and buck. Foot pedal or "aerodraulic" operation. Available with polished head.



- Light touch operation . . . less fatigue
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- Rugged 2-piece frame
- 100% trouble-free head valve
- Finest quality flexible steam hose
- Roller bearings on head support Y piece
- Bronze bearings in toggle action linkage
- Interchangeable, easily replaced parts
- Precision made, factory-tested



**GENERAL UTILITY PRESSING MACHINE**  
Model R, foot pedal operation. Instant steam from head or buck. Available with "aero-draulic" operation and with polished head.

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**STEAM PUFF IRONS, MODEL 127**  
Shoulder, mushroom, and long sleeve heads, on one table.



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Makes possible precision pressing of entire coat collar in a single operation. "Aerodraulic" operation.

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## PART THREE -

# Easy Way To Do Drapes

By LAURA HERRMANN PORTERFIELD

### YOUR GUIDE - TO A PROFITABLE HOUSEHOLD DEPARTMENT

DRAPES OFFER an excellent profit to the drycleaner if they are properly handled in the plant. They are not a necessary evil, to be handled on a catch-as-catch-can basis. As the number of dwelling units increases by leaps and bounds in this country the need for good drapery finishing is greater than ever. There is a definite potential for this business.

But the job must be done right. Too often the finishing of drapes is handled by whoever is available in the plant. Because the operator is untrained, or in a hurry, the drapes are returned to the customer in uneven lengths and with a poor finish.

This task should be assigned to defi-

nite persons in the plant who are responsible for the work. Of course, the operators must be trained properly, too. This applies whether regulation presses are employed, or whether the specially designed drapery finishing equipment is used.

#### Knowledge of style important

Drapes include many types of window hangings, made in many styles from different types of fabrics. For example, panel drapes are the same on both ends and just placed on a rod for hanging. They hang in gathers at either side of the window.

Tucked-top drapes are made with

tucks of about 1½ inches sewed every 4 or 5 inches apart. Each tuck of 1½ inches is then folded into three pinches so that at the top of the hemline they are much smaller than at the top edge of the tuck. Sometimes the drape is pressed into pleats below this sewing and other times is permitted to fall softly without the sharp pleat.

Paneled or tucked-top drapes may be of any width from a single panel to six or more widths, depending upon the size of windows. They may be used on traverse rods or simply hung as a side drape.

Then there are cafe curtains or drapes which are usually just 30 to 36 inches long. They may have hems



FIG. 1 (left). Drapes topped on press, using buck steam. FIG. 2 (right). Topping with steam iron and pressing down pleat creases

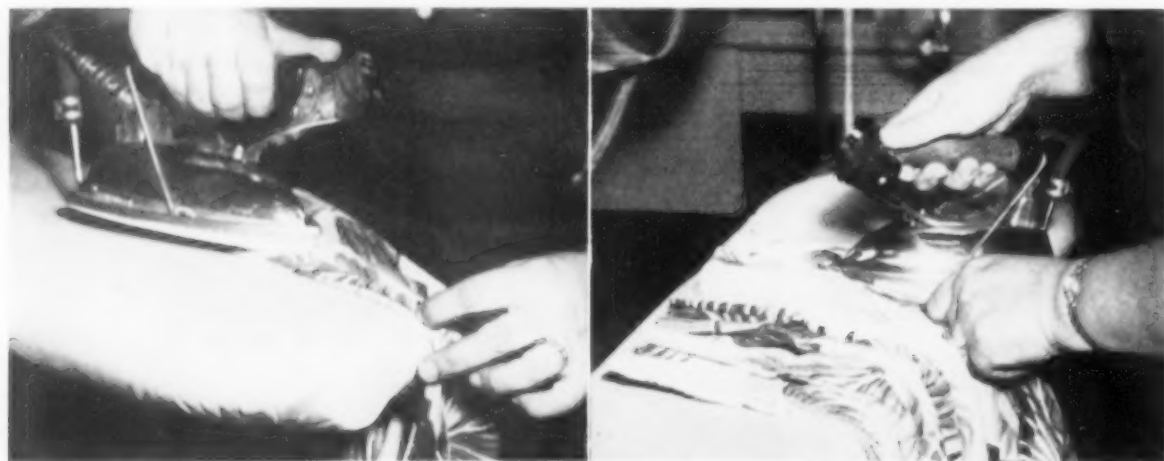


FIG. 3 (left). Pleats are creased at top. There is no under crease at outside edges of pleat. FIG. 4 (right). Drape is finished between pleats at top



# NEW Cravenette Water Repellent Works Like Magic in any Charged System!

It is no secret that today's charge systems have made it hard to process garments for water repellency with any certainty of uniform results.

Well, we now have a cure for that trouble. After extended research our laboratories have now come up with a new "Cravenette" water repellent that works like a charm after any charged system cleaning. You can obtain and maintain a quality of repellency consistent with your highest standards.

This is an entirely new formulation that is completely soluble without heating, and at room temperatures; unlike so many other products it remains in solution at lower temperatures, and without separation. It mixes with petroleum or chlorinated solvent. Maxi-

mum repellency is imparted to all fabrics regardless of the method of cleaning or detergent used, and on garments cleaned in any type of charged system with or without a clear rinse. With this new "Cravenette" repellent you can deliver to your customers garments of the finest repellency—garments that will shed showers in a way to assure maximum repeat business.

If you already use "Cravenette" repellents, but have not yet tried this newest of our developments, please get in touch with us at once. If you haven't used "Cravenette" repellents at all—here is an opportunity to acquire a quality repellent that will boost your sales because it has had the confidence of the public for more than 70 years. It may be there is a franchise still open in your area.

## The Cravenette Company, U.S.A.

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*Since 1887 the world's leading producer  
of water repelling preparations for garment fabrics*

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Cravenette Co., U. S. A.

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**Please send me full information about your newest  
water repellent usable with all types of charged systems**

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Company \_\_\_\_\_

Street address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_





FIG. 5. How single operator stretches drape on utility press

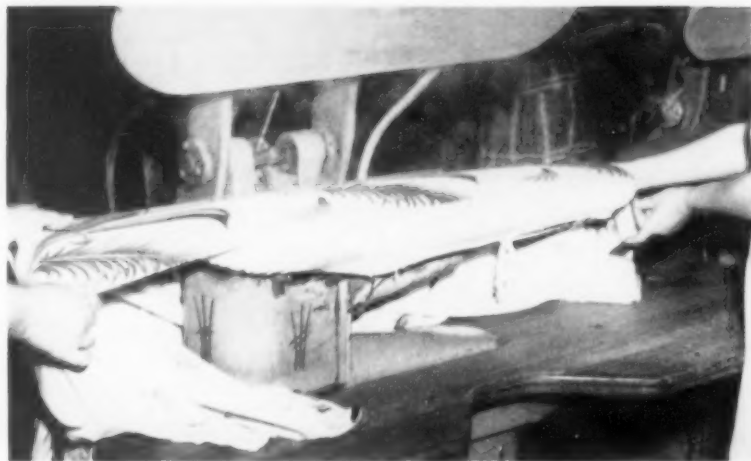


FIG. 6. Photo above shows position of two operators, when it is a two-girl operation, for stretching drape on press

on top for placing on the rod or be tucked or cut in scallops with rings sewed on top of the scallops for hanging on the rods.

There are drapes that have a tape at the inside of the top with a pattern of openings in it. When the drape with this tape is threaded properly on the rod, the drape falls into pleats or tucks at the top.

Incidentally, such folds often cause the material to become weak in that area. There may also be fading of color on these portions due to sunlight. This should be checked carefully before processing and the customer notified if any such conditions exist.

This type of drape is pressed flat. The tucks are not pressed in as are those with pleats tacked in place.

Much of the heavier drapery fabric today does not require a lining. There are still many linings found, however. This is especially true of more expensive drapes, or those of lighter weight material. Linings are usually made of cotton, often sateen. Such material generally shrinks very little. It provides a good gauge on shrinkage of the drapery material itself.

So far as material is concerned, drapes run the gamut . . . from burlap to antique satin. They also come in Fortisan, nylon and organdy, among the sheer fabrics. They can be made of heavy materials like mohair or deep-pile velvet. Sheer or heavy, they must be finished so that they are in "like new" condition.

#### Consider equipment

Just what equipment is needed to finish drapes pretty well depends upon a given plant's volume. Larger operators with a good volume of households will generally use a hot-head press with a large, square buck. Then there are special machines now available that produce pleated, or decorator fold, drapes. They do the entire job at the same time. These machines are so constructed that once the drape is placed on the machine, it is stretched back to its original length, then finished properly. Some machines are positioned horizontally, others vertically.

The more special equipment used, the less manual work is required of the operator. For example, the large-

buck drapery press will finish the average drapery panel in four lays. But volume will dictate the economy of such special equipment. Each such purchase must be determined by the time the unit will save in labor, plus the increase in volume that can result from a better quality job produced.

In the smaller plants the drapes can be finished on a regular utility press. Be it a small plant or large, it is important that water spray guns be placed adjacent to all pressing equipment for use in case of dry or pressed-in wrinkles. It is also good to have a large padded table. Here the drape can be placed to finish the top between the tucks. A steam iron is another important tool.

Whether the large hot-head press or utility press is used, here are the points to follow:

#### Job Breakdown

#### Straight-Panel, Tucked-Top Drapes IMPORTANT STEPS and KEY POINTS

1. Finish pleats at top of drapes.
  - a. If pleats do not have crease below the sewing point just steam from

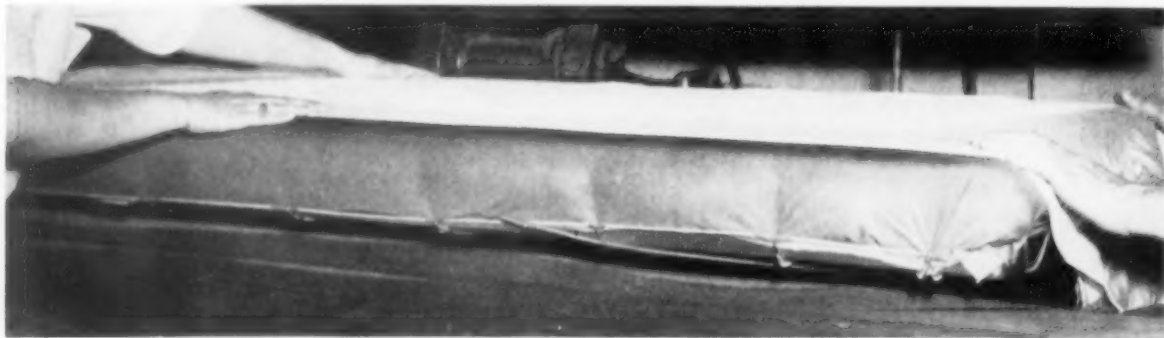
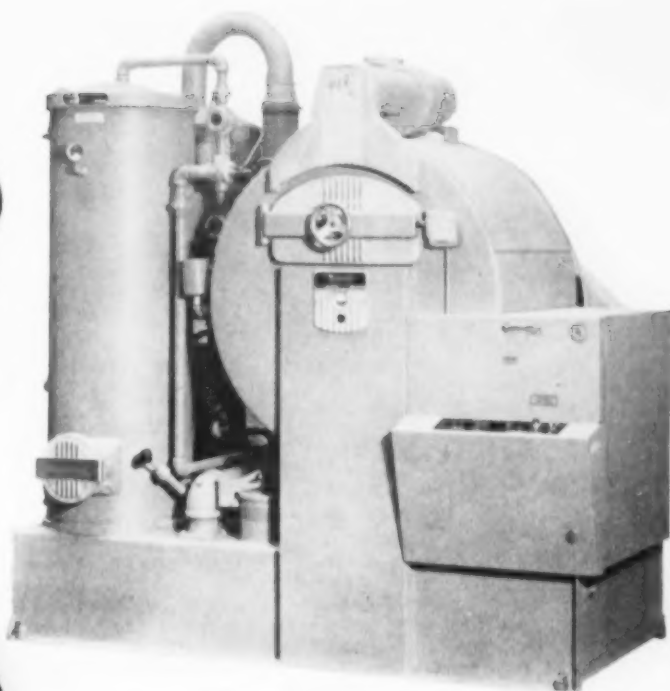


FIG. 7. How two operators finish drape on large press





Single-Bath fully automatic PER-44. Complete with Still and 2000 GPH Monel Tubular Filter mounted on tank . . . 39" x 74". Also available for TWO-BATH . . . with ALL-IN-ONE DIVIDED TANK . . . 39" x 96".

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\* Fully automatic . . . air operated valves

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35-lb. and 44-lb. units

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- Completely automatic; for single or two-bath cleaning.
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- Easy to install . . . comes completely piped, wired and assembled.
- Increased volume and savings in labor pay for your Mercury.

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Many use two units for better load classification . . . and added volume

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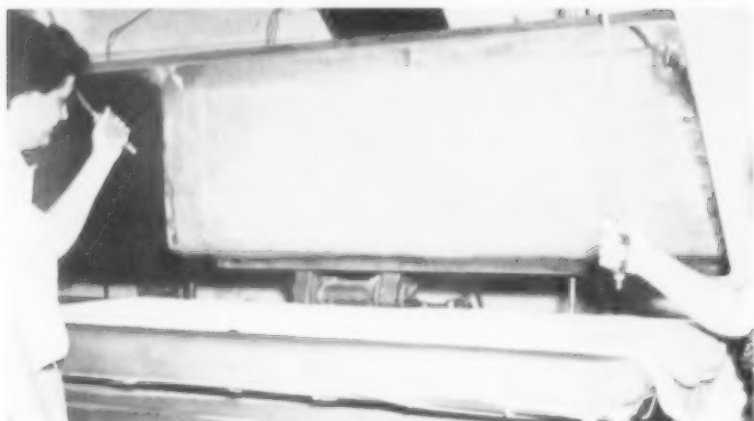


FIG. 8. Linings are water-sprayed before pressing

the back of the machine and fold tucks in place as in Fig. 1.

b. If there are creases extending below the sewing point on the folds of tucks, finish pleats with steam iron as in Fig. 2.

c. With iron creasing very top of pleats fold three creases or pleats down evenly with left hand about 6 to 8 inches.

d. Press pleats with iron so they all lie in the same direction. There shall be no under creases at outside edges (Fig. 3).

e. Finish in between fold of pleats if necessary after pleats have all been pressed in place. See Fig. 4.

## 2. Stretch drapes to correct length.

a. This step is necessary on all drapes but is very important on drapes of a soft or loosely woven material.

b. With one operator, hold drape tight at each end of press and pull at angle of end of press to get both length and width stretched. (See Fig. 5) Steam while stretching, and hold this tightly while applying vacuum.

c. If another operator is available

it is much easier for two to stretch the drape as in Fig. 6.

## 3. Finish right side of drape.

a. Start at top of drape with tucks just off end of press and unfinished portion of drape at back of press as in Fig. 7.

b. Apply steam from buck, smooth drape with hands if necessary, lower and lock head if hard-finished drape, release head and apply vacuum.

## 4. Continue to finish entire drape.

a. Lift finished portion of drape to front apron of press and finish across the entire top of drape.

b. Move drape down length so bottom of drape is on press and unfinished portion of drape is again at back of press. Continue in same manner as before across entire bottom of drape.

c. If utility press is being used we will have more lays, and if drapes are long there may be need to finish across drapes three times in order to cover the entire length.

## 5. Finish lining.

a. Reverse drape and go through

same routine of lays as on outside, but use water spray gun on lining and *no steam*. The same principle applies here as for coat linings. Steam would wrinkle the right side of the drape. Lower head of press to finish lining, and it is not necessary to apply vacuum unless too much water was used. (See Fig. 8.)

## 6. Fold drapes for hanging.

a. While last lay at bottom of drape is on buck of press, bring other bottom corner of drape up to join corner with lining or wrong side of drape on inside of fold. With edge of sides together as in Fig. 9 remove drape part way from buck.

b. With hanger (with hanger guard on) in right hand pull drape through hanger with left hand (Fig. 10).

c. If drape is more than one panel wide it will be necessary to fold until it is narrow enough for drape to fit through hanger (Fig. 11). (There are extra wide and heavy drape hangers available for heavier drapes.)

## Job Breakdown

### Pleated Drapes

#### IMPORTANT STEPS and KEY POINTS

##### 1. Finish drapes as above.

a. This is only in case drapes are to be pleated on utility press or drape press.

##### 2. Lay left edge of drape on buck with top tucks just off small end of press.

a. Have right side of drape up on press.

b. Place near center of buck.

##### 3. Lay pleat from first tuck parallel with edge of drape.

a. Grasp drape at each end of buck and bring over to edge of drape keeping pleat same width all the way down.

b. Check to be sure fabric is smooth under pleat as in Fig. 11.

##### 4. Continue to fold pleats over each other until entire width of drape is pleated.

*Continued on page 80*



FIG. 9. Drape is folded on press, ready for hanger

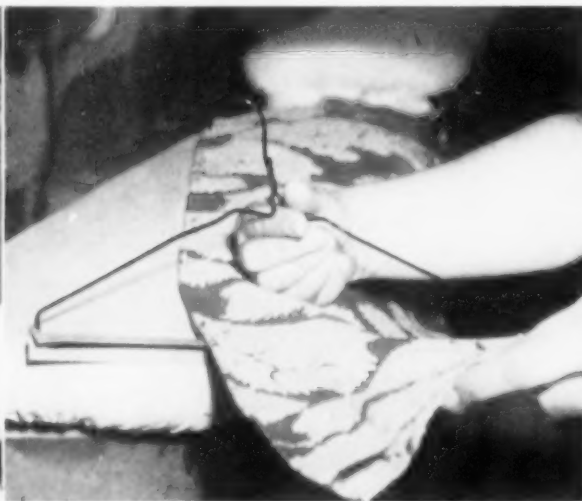


FIG. 10. With hanger in position, folded drape is ready to place



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**The Form Finisher That's Been Proven Dependable Over The Years!**

**It's Best Because It Offers Simple Design — Simple Operation.**

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**10-inch Jet Steam Diffuser** gives maximum steam coverage throughout bag—released over entire bottom half of bag—not just in small elevated valve area. Assures beautiful finish on all long garments.

**Soft Cushioned Front Clamp** leaves less impression. Allows better steam penetration, more pass ups.

**Step-O-Matic Foot Control** leaves operator's hand free for garment adjustments.

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*You save on spotting time*—because the Honeywell system adds moisture to the garment in the washer. Spotting is necessary only on the most stubborn garments.



*You save on pressing time*—labor costs are less because presser spends less time per garment. And because fabrics come from washer with fewer wrinkles, pressing returns are reduced.

**Honeywell Humidity Controls—now available on leading washers. Or you can order**

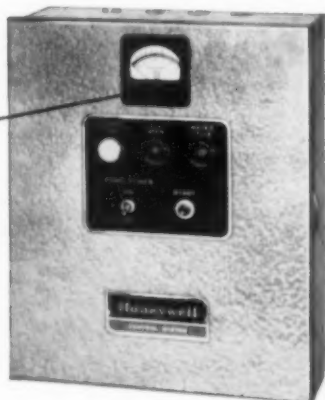
You get consistently fine cleaning *only* if the solvent relative humidity in your washer is correctly matched to the needs of each clothes load.

That's why more and more progressive washer manufacturers are making Honeywell's Relative Humidity Control Panel standard equipment on their washers—or accommodating their washers for field installation. *The W404 panel gives complete sensitive and accurate control of your solvent, plus immediate visual indication.*

The Honeywell W404 Humidity Control Panel can be used with single bath, 2 bath or batch processing, in either synthetic or petroleum plants. No adapting machinery is required.



*Actual relative humidity reading at a glance*—with Honeywell's W404 Electronic Humidity Control Panel. Response of the ultra-sensitive W404 is immediate, too.





# Controls on your next washer!



*You save on washer operation*—easy to operate, you don't need highly trained operators. So little supervision is required that if regular operator is out for a day, a substitute can easily handle the washer.

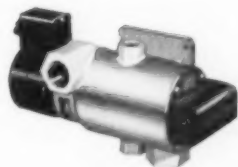


*You end customer complaints*—there is less spotting, wrinkling and shrinkage—brighter colors, fewer breaks . . . less color bleeding and fabric piling—all this means more satisfied customers for you.

**any-make washer with mounting facilities for easy field installation.**



**Gold Grid Humidity Control**—reacts immediately to slightest humidity variation. Adds water the exact instant clothes need it.



**Vapo-Lator**\*—gives precise measure of water content of dry cleaning solvent mixture. Insures correct metering of water into washer.

*Do you know which washers come with the most modern humidity control? Send for recommended list of washer manufacturers offering Honeywell Humidity Controls as standard equipment.*

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## Honeywell

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*First in Controls*



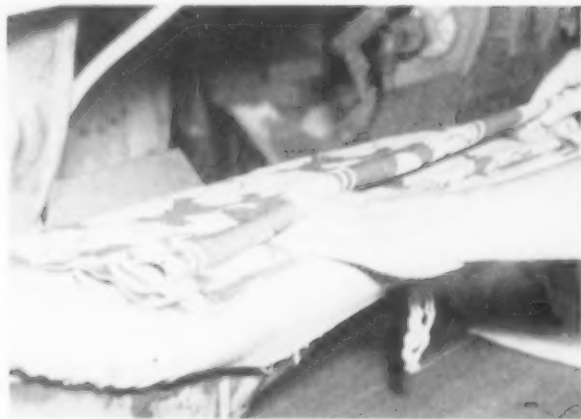


FIG. 11. Make certain there are no folds on inside of pleats

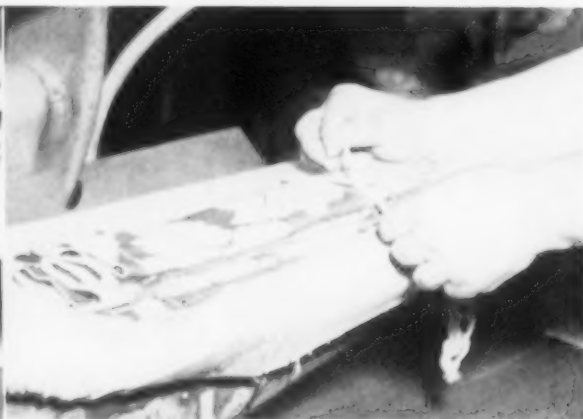


FIG. 12. Drapes are tied to keep pleats in place



FIG. 13. Operator fastens drape to typical vertical drape machine



FIG. 14. Measuring device assures proper dimensions of finished drape

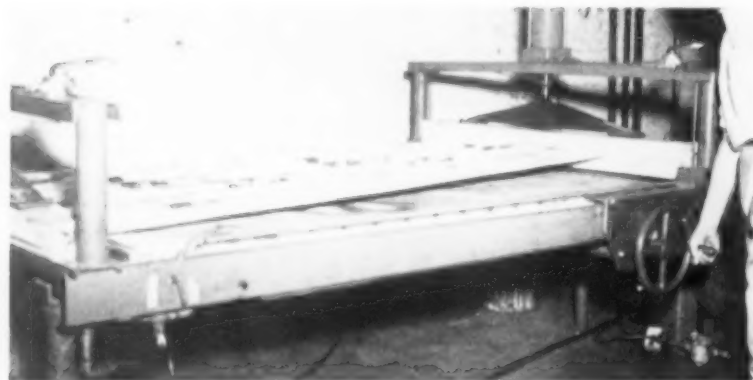


FIG. 15. Operator demonstrates stretching of drape on horizontal machine

*Continued from page 76*

- a. Be sure fabric is smooth between each pleat.
- b. Steam lightly to keep pleats in place.
5. Move pleated area of drape off right end of press and finish pleating bottom of drape in same manner as above.
  - a. Be sure bottom edges of drape measure evenly and pleats are of equal depth.
6. Tie pleats in position with paper ribbon.
  - a. Slide ribbon under drape and space about three lengths of equal spaces down length of drape (see Fig. 12).
7. Place drape on hanger.
  - a. Slide drape on hanger, same as for flat panels.

If a special automatic drape-finishing machine is used, it is extremely important to follow the manufacturer's recommendations for the use of the unit. These machines are made so that the drapes can be brought back to proper length before finishing. The drapes are first affixed to the fasteners in a short, or relaxed, length. After both ends are firmly attached to the device, they can then be stretched far more accurately than can be done by two operators by hand.

The machine has an automatic adjustment which, when set to a predetermined length, will achieve that length. It is advisable for the operator to watch carefully during this operation. There are some drapes that might not appear weak but that could give in certain areas under stress. Of course the unit should be stopped should any breaks appear imminent. Where volume warrants, these special machines more than pay for themselves.

Regardless of equipment, the above procedures will help produce top-quality work. Then all there remains to do is to advertise the service. The business is there to be had, # #



## LEGAL DECISIONS

By A. L. H. STREET

### Theft by Deliveryman

Is a cleaner responsible for theft of garments by his employees?

The Connecticut Supreme Court decided a case that involved theft of a mink jacket entrusted to a fur company's deliveryman for storage. He stole it and departed for parts unknown. The owner sued the company for damages. What the court decided would have fully applied had the garment been entrusted to a cleaning company.

The owner phoned the fur company to send for the jacket. A recently employed deliveryman was sent to pick it up and to give a receipt for it in the form used by the company, which included a clause limiting liability for loss to the valuation declared by the owner, in this case \$100. Theft of the jacket was not discovered until the owner presented the receipt at the company's office to secure redelivery.

The jacket was worth \$2,155 and the owner's insurer paid that amount. The insurer then sued the fur company in the name of the owner to secure reimbursement.

The Connecticut Court of Common Pleas, Fairfield County, decided that the fur company was not negligent in the handling of the garment, since the company has no reason to suppose that the deliveryman was dishonest or apt to steal garments. But it was decided that, nevertheless, when the owner entrusted the jacket to the deliveryman, and he authorizedly gave

the customer a receipt for it, the company contracted to return the coat and was liable for its value, subject to limitation of value declared by the owner. That valuation was \$100 which was all that the owner or her insurer could collect (*Samuelson v. Harper's Furs*, 120 Atl. 2d 429). In a decision filed May 9, 1957, the Supreme Court of

Errors okays that decision (131 Atl. 2d 827).

For reference to other court decisions in cases involving responsibility of a drycleaner for stolen or misdelivered garments, and the amount of liability, see pages 9-16, "Legal Decisions for the Drycleaner," published by NATIONAL CLEANER & DYER.



ELIMINATES  
COSTLY  
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### Legal Book Ready

A new book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has just been published by The NATIONAL CLEANER & DYER. Based on Mr. Street's monthly department in this magazine, the book comprises the author's replies to numerous reader inquiries about specific legal problems. These answers cite the decisions of our courts in similar cases, for the guidance of the drycleaner and his attorney.

The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

The NATIONAL CLEANER  
& DYER  
305 E. 45th St., New York 17, N. Y.



### NATIONAL Appoints New Advertising Representative



KENNETH R. HARRIS

Kenneth R. Harris has been named Midwestern advertising representative for NATIONAL CLEANER & DYER and its sister publications, *Starbroom Laundry Journal* and *National Rug Cleaner*. This appointment is designed to offer better and faster service to our many friends and advertisers throughout the Midwestern states.

Mr. Harris comes to NATIONAL from The Continental Casualty Company, where he served as advertising manager of the Intermediate Division. A wide and varied background of communications and media includes a journalism degree and newspaper work at the University of Missouri and time sales at Station KBIA, Missouri.

Mr. Harris will join Richard Copeland, Midwestern advertising manager, at 14 E. Jackson Blvd., Chicago 4, Ill. He will serve Illinois, Iowa, Missouri, Oklahoma, Nebraska, Arkansas, Louisiana, Texas and Kansas.

### Hammond Expands Facilities



Hammond Laundry-Cleaning Machinery Co., Waco, Tex., has announced the purchase of a two-story brick building adjoining its present manufacturing plant at 220 South Second

St. Plans are already under way to expand production facilities into the new section.

President Roger N. Conger explained, "This additional 25,000 square feet enables us to accomplish a full-scale assembly line production method, and will result in a faster delivery schedule."

The photo shows workmen pouring additional, thicker concrete flooring in the new building.

### Manitowoc Distributor Named

Vince Corbett Distributors, Inc., Wichita, Kans., has recently been appointed to handle the full line of Manitowoc drycleaning and finishing equipment in Kansas and Oklahoma.

The firm is headed by Vince Corbett, and Harry Blitz is sales manager. Manitowoc Engineering Corporation states that the distributor has a full staff of field representatives, factory trained by Manitowoc and well experienced in the industry.

### McParland Joins Caled



JOHN T. McPARLAND

Announcement of the appointment of John T. McParland to the sales and service department of Caled Products Company, Inc., Brentwood, Md., has been made by Warren K. Cooley, president. Mr. McParland has been assigned to the eastern Pennsylvania-New Jersey territory.

Mr. McParland is well known to the drycleaning industry, having served with a prominent chemicals firm for the past 20 years as a technical and sales adviser in the East.

### Wilson Reports Sales Staff Changes



S. D. MAZZIE, JR.



S. D. MAZZIE, SR.

Three staff changes have been reported by the A. L. Wilson Chemical Company, Kearny, N. J.

S. D. Mazzie, who formerly served in the Southwest, now covers Illinois, Michigan, Indiana and Kentucky. He was formerly a drycleaning plant-owner and manager in Chicago.

Mr. Mazzie's son, S. D. Mazzie, Jr., who represented the firm in the Southwestern and Northwestern territories for a number of years, has been promoted to senior field representative for the Southwestern and West Coast states. He was formerly associated with his father in the retail drycleaning business.

Virgil "Red" Kirkland has been named senior field representative in charge of the South-



VIRGIL KIRKLAND

east and South Central territories. Mr. Kirkland has represented the firm in the North Central states for the last four years.

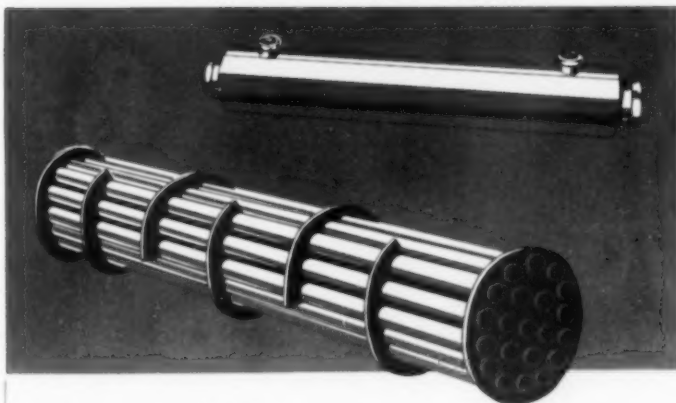
### Washex Holds Service School



A one-week service course was recently conducted by the Washex Machinery Corporation at its factories in Brooklyn, N. Y. Lectures and demonstrations covered all phases of the

Washex petroleum machine, the Syntomat and Washex filters. The course, because of its nature, was restricted to a small group. It will be repeated to include all Washex distributors.





## HOT SOLVENT

**causes: Wrinkling • Shrinking • Spotting • Color loss • Slower finishing**

Solvent costs soar when solvent temperatures rise, causing losses in dollars in excess of the cost of a solvent cooler. Hot petroleum solvent also presents a serious fire hazard.

**Only \$114.50**  
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53 CLARK STREET,  
HAMBURG, N. Y.

**Install a VARA  
Solvent Cooler now to  
cool your solvent!**

**VARA**  
and Son, Inc.

Attending the course were, from left to right, standing: Raoul Gauthier, Lador Manufacturing Co., Montreal, Canada; Art Rainey, Belenky, Inc., Akron, Ohio; Jimmy Britt, Allen & Vickers, Inc., Atlanta, Ga.; J. B. Diepenbrock, Washex Machinery Corp.; W. T. Rife, W. T. Rife Co., Huntington, W. Va.; Paul Vickers, Paul Vickers Co., Atlanta, Ga.; John Benz, John Benz Co., Springfield, Mass.; Steven Landon, and Ted Arthur, Washex, and Harold Wells, Lador Manufacturing Co.

### International Harvester Changes

Peter V. Moulder, president, International Harvester Company, Chicago, Ill., has announced a series of personnel changes among the company's top management. Shifts in the motor truck division are as follows:

Ralph M. Buzard, formerly manager of sales, was appointed

general manager of that division. Mr. Buzard will report to vice-president William C. Schumacher, who will continue to head motor truck operations.

Louis W. Pierson, formerly assistant manager of sales, was promoted to manager of sales,

succeeding Mr. Buzard. William E. Callahan, formerly sales manager, Eastern region, was appointed assistant sales manager. In this capacity he will serve along with D. F. Kuntz, whose appointment was announced in 1956.

### Sanitone Launches Advanced Training Program



An advanced educational program for its field representatives has been inaugurated by the Sanitone Division of Emery Industries, Inc., Cincinnati, Ohio. Sanitone plans a total of five training groups, which will enable the entire engineering staff

to participate. The initial group was composed of 10 fieldmen from all over the United States.

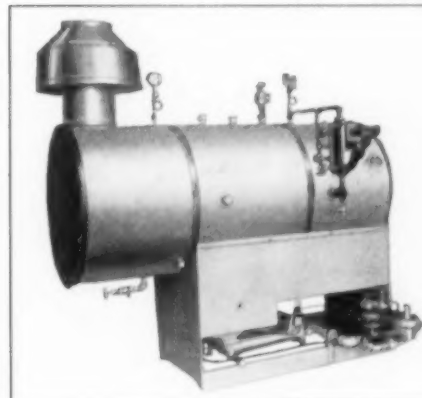
Under the direction of Malcolm "Spud" McNett, service supervisor, the engineers spent three days in Cincinnati, working out actual field problems

and operating all the synthetic and petroleum equipment in the experimental plant. Topics covered at night included machinery, preventive maintenance for equipment, process, more productive layouts and best methods for handling new fabrics.

Dr. Louis M. Wise, research director (left foreground), conducted one of the training sessions in the experimental plant. Engineers attending included, left to right: J. Piepmeyer, J. Clasholm, H. Smith, W. Howard, I. Hunsche, L. Rickenbaker, D. Bohmert, M. Byrne, B. Martin, D. Shankland, J. O. Hays, H. Hayworth, P. McNerney, M. McNett and A. Jordan.

### Two Distributors Merge

The Sheffield Engineering and Service Company, Dayton, Ohio, has merged with Machine Corporation of Cincinnati, to form complete Detrex distributorship, covering southern Ohio, northern Kentucky and eastern Indiana. The newly organized firm will maintain



## GAS BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

## OIL BOILERS

Vertical tubular  
Vertical flueless  
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

**41st Year**

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

**P. M. Lattner Mfg. Co. Cedar Rapids, Iowa**

Dealers & Distributors most everywhere



the name Machinery Corporation with headquarters at 606 Burns St., Cincinnati. Principals of the new company include Herbert Behm, Vern Sheffield and A. W. Behm.

In addition to Detrex equipment the firm will also offer complete sales and service on Hoffman presses, Apas laundry machines and other allied lines. All inquiries should be directed to the headquarters office in Cincinnati.

#### Emery Promotes Jordan



ALBERT H. JORDAN

Albert H. Jordan has been assigned to the newly created

post of sales promotion manager of Emery Industries, Inc., Cincinnati, Ohio. According to L. E. Francis, director of advertising, Mr. Jordan will develop and supervise special sales promotion programs to be used by Sanitone drycleaners in their own localities. He will also be working with Sanitone salespeople to ensure the most effective use of these plans.

Mr. Jordan joined Emery in 1951 as a member of the Sanitone sales staff. After serving Sanitone drycleaners in Tennessee, Alabama and Mississippi, he was transferred to the Chicago area where he remained until 1955. He was then appointed to the advertising division's promotion department.

#### Diamond Advances Davis

Promotion of Jack E. Davis to the post of special staff assistant in the sales department of Diamond Alkali Company, Cleveland, Ohio, has been announced by W. H. McConnell, vice-president, sales.

Mr. Davis comes to his new position following nearly 11 years experience as a member of the company's Philadelphia branch sales staff. He joined the Diamond organization in September 1939 as a sales clerk in

Pittsburgh and was transferred to Painesville the following year. He was graduated in 1938 from the University of Pittsburgh with a B.S. degree in business administration. Since 1946 he has served as a member of the Philadelphia sales staff, representing the company in the eastern Pennsylvania area.

#### Hudson Joins Excelsoir



J. E. HUDSON

Excelsoir Machinery Co., Detroit, Mich., recently named Jim Hudson as sales representative in the southeastern part of the United States. Mr. Hudson has worked for many years

as a drycleaning plantowner, and as a sales representative for a large southern drycleaning distributor and for a national machinery manufacturer.

#### Garment Dyers Hold Phone Conference

A novel type of clinic has been instituted by the Garment Dyers Guild of America. Members now get together via long distance telephone conference calls. In this way interested members can talk over regular or emergency problems very quickly after they arise. Date and hour of the conference are set up in advance, and telephone connections are made among the various participating plants.

A recent typical use of the phone conference was in May when one of the member plants encountered some difficulty with one of the synthetic fibers. Investigation showed that several other plants had met the same trouble, so a phone conference was arranged.

Led by Irv Duffen, Portsmouth, Va., and moderated by John Egli, Indianapolis, each member discussed the problem and explained what was being done in his plant. The Guild

# ALL GONE!

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## SOLVINK SOAKS 'EM OUT IN SPLIT SECONDS!

Fast as . . . 1 . . . 2 . . . Solvink gently, safely, soaks deep, soaks out spots and stains, ink and paint, blood and rust. Guaranteed harmless to all fine fabrics and all fast colors when "Solvinked" as per directions.

Nothing in the world faster, easier, more economical. A real money-maker because it's a real labor time saver and a genuine customer-satisfier.

Never have you bought so much for so little. Only \$2.25 for half-pint set of two Solvink solutions. Comes also in pints, quarts, gallons. Try a free sample and prove it; or waste no time: get a trial order from your jobber. For sample send coupon below.

There's lots of profit for you in these companion products, too.

**TANSOL**—for tannin stains

**GREENZYME**—Digestant

**IODASE**—for iodine stains

**SIZ-IN**—Hot size

Free  
Solvink  
Sample  
for  
Skeptics

**Greenville Chemical Co., Greenville, S. C.**

I'm interested. Send me free Solvink 2-bottle sample for test without obligation

Name \_\_\_\_\_

Address \_\_\_\_\_



**GREENVILLE CHEMICAL COMPANY**  
POST OFFICE BOX 1087, GREENVILLE, SOUTH CAROLINA



SEND  
FOR DYEING  
GARMENTS  
TO

## ALMORE DYE HOUSE

4412 WENTWORTH AVE., CHICAGO 9, ILL.  
Leon Teichner, President

Continuously in Business since 1919



*...the dyeing name of undying fame*

reports that substantial solutions were reached.

### Prize-Winning Sign



A drycleaning sign has won honors in the national, year-long Wagner Sign Service photo contest. The sign (illustrated), erected by Public Sign Service, East Hartford, Conn., for Battiston's Dry Cleaning Service, West Hartford, Conn., took one of the 30 prizes offered.

The contest entries, signs containing changeable copy areas, were judged on the basis of photographic quality, effectiveness of copy, letter spacing, originality of design, over-all appearance, and condition of

maintenance. Nationally known editors, publishers, printers and photographers acted as judges.

A brochure describing this new type of merchandising display will be sent free on request to Wagner Sign Service, Inc., 212 S. Hoyne Ave., Chicago 12, Ill.

### Ajax Assigns Distributor

The Ajax Pressing Machine Company, Salt Lake City, Utah, recently appointed a new distributor for the eastern Canada and Newfoundland areas. The Singer Steam Press Company, 3485 Park Ave., Montreal, Que., Canada, will handle the complete Ajax line in this district.

### International Tells History



A 12-page illustrated booklet that recounts the 50-year history

of International motor trucks has been produced by International Harvester Company. Entitled "50 Years of International Trucks, 1907-1957," it traces the progress of truck manufacture from the first high-wheeled, 20 hp. "IRC Auto Wagon" built in 1907 to the present-day International operation offering a complete line of trucks.

To obtain a copy of this booklet, CR-317-G, write to the Consumer Relations Department, International Harvester Company, 180 N. Michigan Ave., Chicago 1, Ill.

### P & G Management Cited

Procter & Gamble has been named as the best managed company in the United States, according to a special Management Audit just published by the American Institute of Management. This is a nonprofit research foundation devoted to the study and evaluation of business managements.

The Cincinnati firm has appeared on the foundation's annual list of the ten best managed companies ever since the Institute first began issuing its comparative ratings seven years ago. This is the first time the Institute ever revealed the top ranking company's name. It has

done so because a second audit confirms the findings on Procter & Gamble of five years ago.

The firm won a total of 9,530 points out of a possible 10,000 used for rating.

### Forse Promotes Hoffman



GRAY HOFFMAN

Gray Hoffman has become new district sales manager, New York City area, for Forse Corporation, Anderson, Ind. Mr. Hoffman previously served as assistant district manager for Forse throughout New York State. He has had 10 years experience in the industry.



## Newhouse Quality Scale Baskets

### NEW NU-WEIGH DELUXE BASKET

All steel frame. Removable heavy duty canvas basket has 10-bushel capacity. Sturdy hanging scale weighs up to 150 lbs. 4 inch ball-bearing casters for easy rolling.

Price **\$129.50**



### NU-WEIGH STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping. **\$69.50**

Send for '57 Catalogue

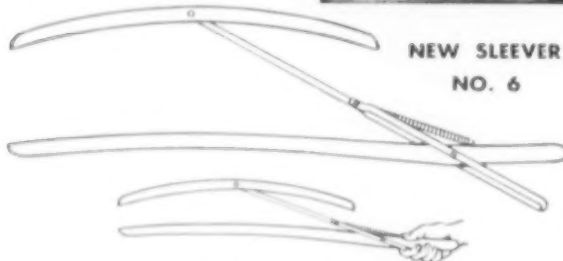
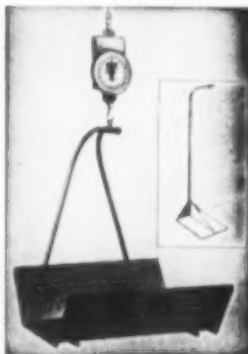
### NU-WEIGH ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown **\$39.75**

With stand add ..... \$15.00  
Scale alone ..... 18.00  
Basket alone ..... 22.00

Sold through Drycleaning and Laundry Jobbers



### NEW SLEEVE NO. 6

The ideal sleeve form for finish work on Adjusta-Form or coat machine—coats, sweaters, dresses, etc. Floating arm is self-adjusting to size of sleeve. Coil spring tension during steaming operation. Form is easily depressed for entering sleeve—also for withdrawing from sleeve, without disturbing the fine finish. Weighs less than 3/4 lb. Length 23", expansion 11". **\$4.95**

## NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

## GROSS STAR



### TRIPL-SAFE GRID PLATE Masters ANY Fabric

1. Perf. liner
2. Filter screen
3. Napped surface

The Grid Plate  
that CAN'T  
make a mistake

under 46" ..... \$29.75  
over 46" ..... \$38.75  
mushroom ..... \$21.75  
from your jobber

### GROSS STAR TRIPL-SAFE GRID PLATE

PATENT  
APPL'D FOR

MFG. BY  
L. BEHRSTOCK CO.  
1708 S. STATE ST. CHICAGO 16, ILL.

WITH BUILT-IN  
STEAM FILTER

## PEOPLE AND PLACES

### NORTH WEST



Mr. and Mrs. Elmer Pederson are the new proprietors of Top Cleaners on S. Adler, Toppensish, Wash. Former operators were Mr. and Mrs. Jack Blizard.

The firm is located at 2135 W. Seventh Ave. in the Big Y Shopping Center, Eugene, Ore.

Mr. and Mrs. P. L. Larson have opened Cosmo Cleaners, Cosmopolis, Wash. The Larsons also own Orchid Cleaners in South Bend.

A certificate has been filed for the operation of Mutual Cleaners & Laundry, 1239 S. W. Jefferson, Portland, Ore., by Opal H. Webb.

Big Y Cleaners, formerly owned by Bob and Louise Norton, is now owned by Clare and Gene

Jay Heddrick has opened a drycleaning establishment at 1411 Griffin St., Enumclaw, Wash.

### NORTH CENTRAL



New drycleaning equipment has been installed in O'Dea's Cleaners, Toluca, Ill. Tom O'Dea, owner, is a graduate of the NID.

Clarence and Leonard Felstead to celebrate the grand opening of its new garment storage vault.

A drycleaning establishment has been opened at 28510 W. Eight Mile Rd., Detroit, Mich., by Selden Mirvis.

Harold Hollis has opened Reliable Cleaners at 3829 Pasco, Kansas City, Mo.

Gerald Remer has purchased Warren Courtesy Cleaners, Burlington, Wis., from Arthur J. Warren.

An official opening was held at Simmons Cleaners, Mt. Carmel, Ohio, by Russell Simmons.

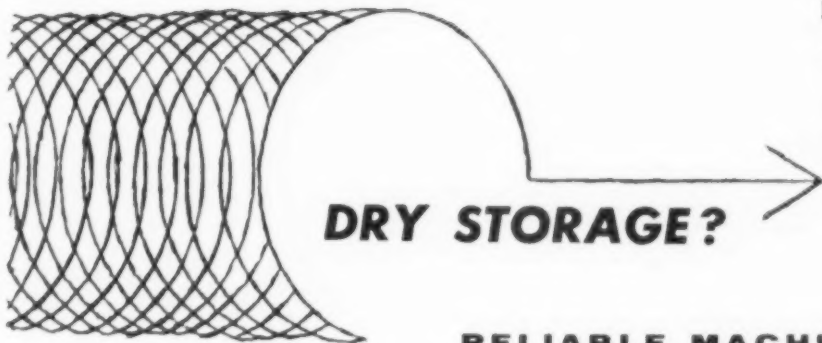
Paul Benedict has announced plans to remodel Elite Cleaners, Jefferson, Iowa. A completely new front will be installed.

A drycleaning establishment has been opened at 57-59 W. Clinton St., Frankfort, Ind., by Donald L. Brown.

An open house was held at Le San Cleaners, Sandwich, Ill., by

New drycleaning equipment has been installed in Quality Cleaners, Inc., 1007 Clinton Rd., Jackson, Mich., according to Kim Marsdon.





## DRY STORAGE?

Join the hundreds of  
plantowners who go for  
Reliable's new dry  
storage plan. It's

safe . . .

sure . . .

practical . . .

because of . . .

**No Costly Refrigeration!**

**No Costly Installation!**

**No Costly Insulation!**

**Inexpensive Construction!**

You save thousands of  
dollars. For cloth, wools,  
boxes, furs and rugs.

Write for details.

**RELIABLE MACHINE WORKS, INC.**

231 Eagle Street

Brooklyn 22, New York

**Whiteland (Ind.) Cleaners**, formerly managed by Mr. and Mrs. Leonard Schneider, is now owned by Kenneth E. Noble, who also owns Noble Brothers Cleaners in Indianapolis.

**Clarence Edward Corps** has opened a drycleaning establishment at 47 W. Market St., Wabash, Ind.

**Crystal Cleaners & Laundry Co., Inc.**, 702 E. Jefferson Blvd., South Bend, Ind., has opened its third drive-in call office, at Eighth and S. Main Sts., Mishawaka. The firm is operated by Max Opperman.

**Mr. and Mrs. Kenneth Hull** have announced plans to open a drycleaning establishment in the George Cline Bldg., Parma, Mich. The Hulls operate the Spring Arbor Cleaners.

**Clive B. Buckley**, president of Buckley Cleaners & Launderers, recently reported the opening of a second drive-in outlet, at 5301 W. Villard Ave., Milwaukee, Wis.

Construction is under way at Fifth and Main Sts., Mt. Vernon, Ind., to house a drycleaning establishment to be operated by Mr. and Mrs. Opie Bantle.

**Robert Dudley** has opened a drycleaning establishment at 1516 Main St., Elwood, Ind.

**Forrest Clark**, operator of Duke Cleaners of Gallipolis and Point Pleasant, Ohio, has purchased Frye Cleaners from Mrs. Naida Frye, wife of the late Gus Frye, founder of the firm.

**Robert and Billy Zeigleman** have purchased Cantrell Cleaners, Cloverdale, Ind., and will operate the establishment as B. & B. Cleaners.

**Ance's Quality Cleaners** has been opened at 1006 W. Pasadena Ave., Flint, Mich., by Ance E. Edwards and Henry S. Frey.

An open house was held recently at State Cleaners, 1401 S. Zane Highway, Martins Ferry, Ohio. The establishment, which operates numerous stores in the Ohio Valley, is owned by the Otte brothers, Bernard, Edward, Paul and William.

**Douglas Nadeau** has opened a drycleaning establishment at 8323 Wisconsin, Detroit, Mich.

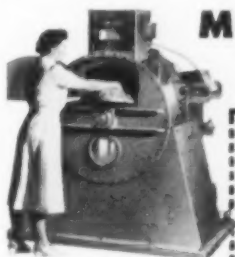
**Harold B. Peterson and Chester Stain** have opened a drycleaning establishment at 207 E. Elm St., McHenry, Ill.

## SOUTH WEST



**DeLuxe Cleaners and Laundry** has been moved to a newly completed building at 761 W. Main St., Barstow, Calif. An open house was held by the owners, James and Sue Moore.

**Jerry Splude** is the new owner of Plaza Cleaners, 3537 Mt. Diablo Blvd., Lafayette, Calif., and Orinda Cleaners, 37 Moraga Highway, Orinda. Mr. Splude, who is instructor in



## MONEY MAKERS

by *Bill Glover*

*Bill Glover* 5204 E. 15th St.  
Kansas City, Mo.

Please send us information on:

Washers	Washer Extractors
<input type="checkbox"/> 25 pound	<input type="checkbox"/> 60 pound
<input type="checkbox"/> 40 pound	<input type="checkbox"/> 100 pound
<input type="checkbox"/> 60 pound	<input type="checkbox"/> 200 pound

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



finish  
fur-like  
pile fabrics  
IN YOUR  
OWN TUMBLER,  
after  
dry cleaning

with...

**feel-tex**

★ NO EXTRA LABOR! ★

★ NO EXTRA EQUIPMENT! ★

★ NO FRANCHISE FEE! ★

\$23 buys all you need to  
process more than 64 gar-  
ments...

**MONEY BACK  
GUARANTEE**

See Your Jobber or Write Direct

**FUR-FEEL CORP.** 231 Eagle St., Brooklyn 22, N. Y.

## how you can improve QUALITY



**USE THE  
Qualitex<sup>®</sup> PAD AND COVER**

### ON ALL YOUR DRY CLEANING PRESSES

The Qualitex Pad and Cover combines the superior pressing features of the famous Qualitex foam press pad and the more efficient and durable cover made of U.S. Royal Asbestall fabric. This combination, found only in the Qualitex Pad and Cover, is engineered to give you the most ideal pressing surface yet devised for a dry cleaning press. Ask your jobber this week about this amazing Qualitex Pad and Cover. You'll find that the Qualitex Pad and Cover actually costs less than cotton, or any other type of pads and covers that you are now using.

#### GUARANTEE

The Qualitex Pad and Cover is guaranteed to last a minimum of 4 months.

**ORDER FROM  
YOUR  
JOBBER TODAY**

**Quality products company**

5760 West Grand Avenue  
Chicago 39, Illinois



**UNIPRESS**  
*Glide-O-Matic*

2 OR 3 GIRL  
SHIRT FINISHING UNIT

Produces quality finished shirts in seconds! The compact Glide-O-Matic is easy to use... saves floor space and cuts operator steps... real profit-making features for you! Write for details.

Finer Finishing Faster with

**The UNIPRESS Co.**

2814 Lyndale Avenue  
Minneapolis 8, Minnesota

cleaning at the Central Trade School in Oakland, also owns the Ideal Cleaning Stores in Oakland.

John and Dorothy Manes have opened The Country Store Cleaners, 4845 Main St., Yorba Linda, Calif.

Morton and Maria Rothman have announced plans to purchase Flair Cleaners, 3804-B Burbank Blvd., Burbank, Calif., from Arthur and Elvina Passarella.

A \$5,000 expansion program has been completed at Ace Cleaners, 7026 Foothill Blvd., Tujunga, Calif., by Jerry and Carole Vaught.

T. E. Milholland, president of Zenith Cleaners, Dallas, Tex., has announced the opening of a new service store at 5525 W. Lovers Lane.

Lion Cleaners, operated by Bernie Holland, has been moved from 620 National Ave. to new quarters at 539 Highland Ave., National City, Calif.

Sanitex Cleaners and Laundry, Inc., has opened a branch at 111 El Tejon Ave., Oildale, Calif. The establishment is also located at 16th and H Sts., Bakersfield, and 208 Goodman, Alta Vista.

Pride Drive-In Cleaners & Laundry was scheduled to be opened in the new Arcadia Village Shopping Center, 40th St. and Camelback, Phoenix, Ariz.

A grand opening celebration was held recently at Aladdin Drive-In Cleaners, 105 Terrace Blvd., Solar Terrace, Calif., by Burnett and Duke Bidwell. The establishment was previously located on West St.

Victor Budnik, Jr., has opened a drycleaning establishment at 654 Santa Cruz, Menlo Park, Calif.

Mr. and Mrs. Arthur Higgins are the new operators of Economy Cleaners, St. Helena, Calif.

Half Moon Dry Cleaning and Laundromat Service has been opened at 650 Kelly Ave., Half Moon Bay, Calif., by Lloyd and Mary de Lovelace.

Watson Cleaners, owned by Del Watson, has been moved to larger quarters on Third St., Livingston, Calif.

Charles and Orland Kilmer have announced plans to purchase Cricket West Cleaners, 2320 N. Keeler St., Burbank, Calif., from Charles and Emily Lowery.

## SOUTH EAST



Modern Dry Cleaners and Laundry, Franklinton, La., has been purchased by O. D. Myles from Tate M. Magee.

Cleveland, Tenn. Mr. Adams is a recent graduate of the NID.

A grand opening was held recently by O. L. Adams at his drycleaning establishment in

Courtesy Cleaners, Highland Park, Tenn., owned and operated by Lewis T. Perkins, former chief of police of LaFollette, was destroyed by fire.

NATIONAL CLEANER & DYER



A laundry has been added at Spotless Cleaners, Covington, Tenn., according to J. H. Gardner, owner. The name of the firm has been changed to Spotless Cleaners & Laundry.

Harold S. White has opened a drycleaning establishment at 6101 S. W. Eighth St., Miami, Fla.

A certificate of incorporation has been issued to Service Cleaners, Inc., Asheville, N. C. Incorporators are R. G. and Eva Mooney and Paul Gunn.

Lloyd Violet has purchased Henry Clay Cleaners on Delaware St., Lexington, Ky., from T. S. Seville.

Sunshine Cleaners has been opened on Henrietta St., Union, S. C., by James H. Fowler.

Don R. Rawlings has opened a drycleaning establishment at 124 S. Fourth St., Harlan, Ky.

Mr. and Mrs. Robert Johnson have purchased Owingsville (Ky.) Dry Cleaning from Alex Bowling.

Victor's Custom Cleaners and Dyers is now located in new headquarters at 72 Post Rd., Larchmont, N. Y. Harry Victor is the proprietor.

Don Rawlings and William T. Isaac have opened a drycleaning establishment at 102 Logan St., Williamson, W. Va.

Valet Cleaners and Dyers, 1651 N. Olden Ave., Trenton, N. J., is constructing a cinder-block plant addition.

A \$50,000 modernization program was completed recently at Dorraine Cleaners, 509 N. Trenton Ave., Atlantic City, N. J. Charles E. Rupp is president of the firm.

Ben Herfield has purchased Pleasant Cleaners, Riverdale Ave., Riverdale, N. Y. The establishment will be completely modernized.

Charlotte E. Donovan is the manager and co-owner of the

newly established Parkway Cleaners, 280-A Washington St., Salem, Mass.

Prompt Cleaners has leased space at 4233 Broadway, New York, N. Y., for establishment of another unit in the drycleaning store chain.

Walter Craven has announced plans to open a drycleaning and shirt laundry service at 2020 Northampton St., Holyoke, Mass.

Renato Podesta has opened a drycleaning establishment at 5518 Main St., Williamsville, N. Y.

A formal opening was scheduled recently at Martini's Cleaners, 548 Shrewsbury Ave., New Shrewsbury, N. J., by John Martini.

Fire at Miller's One Hour Cleaner and Laundry, 3099 Delaware Ave., Kenmore, N. Y.,



## NORTH EAST

## DOMINION of CANADA



Gillard Cleanit Service has opened another branch, at 10 Prince St., Oshawa, Ont.

A grand opening was held recently at Lighthouse's Drive-In Cleaners, 388 King St., Port Colborne, Ont.

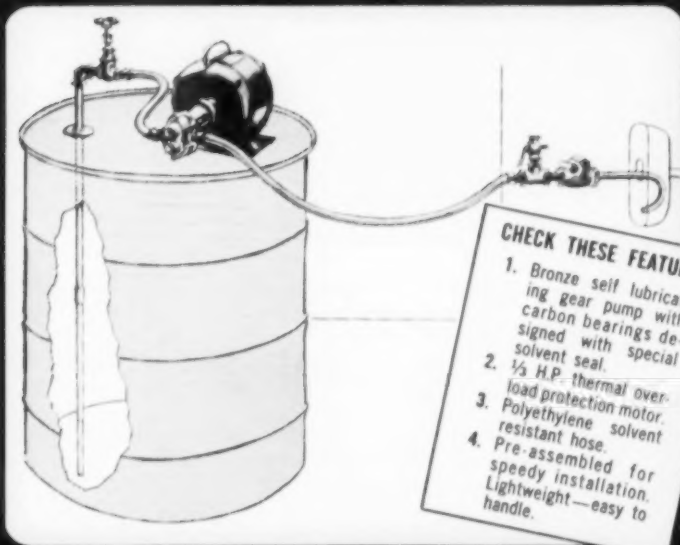
Sidney Silver, proprietor of Silver Cleaners, Antigonish, N. S., has leased Crystal Cleaners from Cyril Sears for a period

of three years. The establishment is now known as Town and Country Cleaners.

Construction of a new plant for Trudeau Cleaners & Dyers Ltd., Edmonton, B. C., has been announced.

Valley Cleaners, Minnedosa, Man., formerly owned by William Sharman, has been purchased by Mr. and Mrs. Michael Unick.

# the NEW REVOLUTIONARY... UNITED SOLVENT PUMP UNIT



### CHECK THESE FEATURES

1. Bronze self lubricating gear pump with carbon bearings designed with special solvent seal.
2. 1/2 H.P. thermal overload protection motor.
3. Polyethylene solvent resistant hose.
4. Pre-assembled for speedy installation. Lightweight—easy to handle.

Transfers solvent to the cleaning machine AUTOMATICALLY at the rate of 4 gallons per minute.

This unit is complete with every fitting needed for immediate installation and can be installed in less than 15 minutes with no special tools. It can be changed from one drum to another in a matter of minutes.

Price includes complete unit with 8' hose. **\$87.50**



**UNITED BRASS WORKS, INC.**

1589 ATLANTIC AVE., BROOKLYN 13, N. Y.

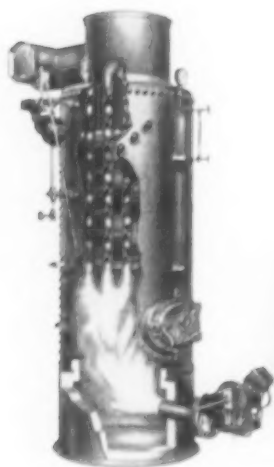
ORDER THROUGH  
YOUR JOBBER



## VERTICAL TUBULAR BOILERS



WITH OIL BURNER  
AND AUTOMATIC CONTROLS  
FOR No. 2 OIL



Where floor space is limited and cost a major consideration these boilers are an efficient and reliable source of steam. Because they are equipped with automatic controls factory wired and piped, the installation is simple and inexpensive.

Made in eleven sizes from  
3 H.P. to 50 H.P. 100 lbs.  
working pressure.

**LOOKOUT BOILER & MFG. CO.**  
CHATTANOOGA 1, TENN.

MANUFACTURERS OF  
VERTICAL TUBULAR, VERTICAL TUBELESS, AND  
SCOTCH MARINE BOILERS FOR OIL, GAS, AND COAL.

caused an estimated damage of between \$15,000 and \$20,000.

Irving Stein has opened a dry-cleaning establishment at 411 Clifton Ave., Lakewood, N. J.

A grand opening was held recently at Flair Cleaners, 87th St. and Bergenline Ave., North Bergen, N. J.

Dapper Dan Cleaners, 77 S. Grove St., Freeport, N. Y., was gutted by fire recently, causing an estimated damage of \$125,000.

New Hartford Cleaners and Dyers will occupy 3,700 square feet of space in the New Hartford (N. Y.) Shopping Center, scheduled for an October 1 opening.

## OBITUARIES

Antonio Amico, 66, former operator of a drycleaning establishment in Lyons, New York, died recently. A native of Italy, Mr. Amico came to this country 42 years ago. He was a World War I veteran. Surviving are his wife, daughter and two sons, who were associated in business with him.

Ben Bobrow, member of the board of directors of the Chicago Dry Cleaners Association, died recently. Mr. Bobrow was long an active member in the association, and was also chairman of the North Side Cleaners Club for four years.

D. V. "Dusty" Hodges, 43, salesman for the Laundry and Chemical Supply Co., Inc., Kansas City, Missouri, died on June 5.

John L. Martin, 63, former operator of Colonial Overall Cleaners and Shop Towel Supply Company, Kansas City,




**BOCK 85 MATIC**

**TRAY TOPS**  
IN MANY COMBINATIONS  
Can Be Fitted to Any Open End Washer. No Heavy Lifting—No Carts—No Mess. Tray Top Drains into the Extractor.

**FULLY AUTOMATIC**  
Cover Opens Automatically at End of Cycle. Mechanical Timer Starts, Stops and Opens Extractor.

**BOCK GYRO-BALANCING**  
Perfected by Bock—Originators of Self-Balancing Extractors. Smaller Center Post—No Drive Pins.

**BOCK-O-MATIC DRIVE**  
Highly Successful Bock Fluid Drive Coupling Combined With Patented Self-Adjusting Automatic Brakes. Reduces Burden on Motor, Increases Motor Life. No Restrictions on Starts Per Hour!

**HIGH SPEED**  
Over 1600 RPM. The Fastest 30" Extractor on the Market. Extracts 85 Lbs. Every 6 Minutes.

**CONVENIENT**  
Ample Toe Space. Big 23" Basket Opening for Easy Loading of Shag Rugs, Netted Shirts. Out-produces extractors of much greater capacity.

CAN BE INSTALLED ON MOST FLOORS. NET WEIGHT 935 LBS. SHIPPING WEIGHT 1175 LBS.



**BOCK-O-MATIC 85 EXTRACTOR**  
85 LB. (DRY WEIGHT) CAPACITY  
BOCK-LITE FIBERGLAS CURB  
DEEP 30" DIAMETER BASKET

SEE YOUR DEALER FOR DETAILS

**BOCK LAUNDRY MACHINE COMPANY**  
TOLEDO 2, OHIO

**10, 15, 25, 50, 85 LB. (DRY WEIGHT) EXTRACTORS**

Missouri, died recently. Mr. Martin retired recently after operating the establishment for 37 years. During World War I he was a member of the Engineers Corps. Surviving is his wife.

## MEETINGS SCHEDULED

August 9, 10 and 11—National Institute of Drycleaning Alumni Society, Back-Home Day, Shoreham Hotel, Washington, D. C.

September 12, 13 and 14 — Pennsylvania Association of Dyers & Cleaners, Annual Convention, Brunswick Hotel, Lancaster.

September 15, 16 and 17—Dry Cleaners Institute (Ontario) Ltd., Annual Convention, Royal York Hotel, Toronto.

October 2 and 3—Georgia Launderers and Cleaners Association, Annual Convention, Biltmore Hotel, Atlanta.

October 4, 5 and 6—New York State Launderers & Cleaners Association, Fall Conference, Whiteface Inn, Whiteface.

October 25, 26 and 27—Ohio Drycleaners Association, Annual Convention, Commodore Perry Hotel, Toledo.

November 1, 2 and 3—Oregon State Drycleaners Association, Annual Convention, Pendleton.

NATIONAL CLEANER & DYER



# NATIONAL MARKET PLACE

## Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 305 E. 45th St., New York 17, N. Y.

### CLEANING PLANTS FOR SALE

Modern synthetic drycleaning and shirt laundry, located in a suburb of New York City. All cash-and-carry, large parking area next to supermarket. Doing better than \$70,000 annually. Long lease—\$25,000 cash, balance on agreeable terms. Owner has other interests. Address: Box 8184, NATIONAL CLEANER & DYER. -2

**NEW MEXICO**—Most centrally located cleaning plant—excellent equipment grossing \$65,000. Attractive city, a wonderful place to live. Total price: \$65,000. Galt Realty & Insurance Co., Cordova Road, Box 4065, Santa Fe, New Mexico. 8198-2

For sale or lease—Small cleaning plant, well established in growing community. Excellent opportunity for expansion. John Bogart, Smithville, Missouri. 8199-2

Small synthetic plant and fluff-dry laundry—truck. \$15,000 terms. East Coast Florida. Address: Box 8200, NATIONAL CLEANER & DYER. -2

Medium-sized drycleaning plant in Texas, cash-and-carry. Doing over \$50,000 per year. New equipment. Will lease or sell to the right party. Address: Box 8201, NATIONAL CLEANER & DYER. -2

Southern Indiana cleaning plant—A-1 equipment, doing \$35,000 yearly. Priced at \$35,000—long term lease on building with option of buying. Living quarters optional. Osgood Cleaners, Osgood, Indiana. 8205-2

Quality solvent cleaning plant in heart of Eastern seashore town. Volume \$15,000—excellent opportunity for man and wife. Owner died, will sacrifice for quick sale. Address: Box 8206, NATIONAL CLEANER & DYER. -2

**CENTRAL FLORIDA**: Complete laundry, drycleaning and rug shampooing plant. Over \$40,000 gross business. Price \$39,000 with real estate. ADDRESS, Box 7956, NATIONAL CLEANER & DYER. -2

**BUFFALO, NEW YORK**. Complete modern 1-hour synthetic drycleaning plant, centrally located, doing good business, all cash-and-carry. Owner retiring. Price \$25,500. ADDRESS, Box 7979, NATIONAL CLEANER & DYER. -2

**FOR SALE**—Modern laundry and cleaning plant with storage vault in fast-growing Mississippi town. Good trade area, minimum competition. Established 30 years, two owners. 1956 volume \$162,000. Building, equipment, trucks and land priced less than replacement. Will discuss reason for selling with interested buyer. ADDRESS, Box 8074, NATIONAL CLEANER & DYER. -2

**QUALITY PLANT**, Martin unit, established route, rug machine rental. Central location. \$22,000 year, gross. Plaza Cleaners, 2127 Salvia St., Concord, California. 8047-2

For sale—modern laundry and cleaning plant So. West Iowa. Stoddard solvent. Storage vault capacity of 2,500 garments. Rug cleaning equipment. 20 employees. Three routes. Military contract. Must see to appreciate. Small amount capital needed. With or without real estate—may have 10-year lease. Must sell to settle estate. ADDRESS, Box 8134, NATIONAL CLEANER & DYER. -2

Hat renovating shop and store. Equipped for new hats. Enough space for drycleaning or shoemaker. Owner wishes to retire. Best terms. Bartellino Hat Works, 713 South Kedzie Ave., Chicago 12, Illinois. 8138-2

For sale—drycleaning plant in northeast Colorado. Fully equipped. Well established, doing large volume of business. Health forces sale. ADDRESS, Box 8141, NATIONAL CLEANER & DYER. -2

**FOR SALE**: Modern drycleaning plant in central New Jersey. 1956 volume \$73,000. Must sell, long lease, priced for a quick sale. ADDRESS: Box 8213, NATIONAL CLEANER & DYER. -2

Complete modern 140F cleaning plant in Southern California. Excellent location, good lease. \$30,000. Address PO Box 2073, Downey, Calif. 8182-2

North Idaho modern cleaning plant, good prices, fine climate, excellent set-up for man and wife. One-third down. ADDRESS, Box 8100, NATIONAL CLEANER & DYER. -2

**EXCLUSIVE** drycleaning business, well equipped. Good lease including living quarters, excellent for couple. TOP prices (suits \$2.50 up, ladies' suits \$4.50 up, ladies' coats \$12.50 up, sweaters \$1.50 up). Cash-and-carry, sacrifice \$10,000. Easy terms, retiring. Exclusive Cleaners, 606 South Main Street, Santa Ana, California. Phone Kimberly 3 7977. 8214-2

Drycleaning solvent plant in western Pennsylvania. Grossing over \$32,000 yearly. Drive-in service window, large parking area and long lease. Price \$22,000. Write. ADDRESS, Box 8146, NATIONAL CLEANER & DYER. -2

**LOS ANGELES DRYCLEANING BUSINESS**. Long established concern, doing yearly volume of \$250,000. High-class retail. Excellent clientele. Terms. Business can be expanded. Owner retiring. Address: Box 8168, NATIONAL CLEANER & DYER. -2

**FOR SALE: ONE-OWNER** perchlorethylene plant in fabulous Northern Summer resort, with four factories. Established 1926. Owner retiring. Hunting, fishing, skiing, golf for leisure. NO atomic fall-out. No tornados. No floods. Excellent schools. Ten churches. Address: Box 8170, NATIONAL CLEANER & DYER. -2

**EXCLUSIVE**, well established CASH & CARRY DRYCLEANING BUSINESS in one of the larger seaport cities of Southeast. Air Force, Navy, Coast Guard, and Marine bases, also three colleges here. Nine branch offices. Solvent plant, well equipped for all work. Machinery in good condition, several new pieces of equipment. High quality reputation. In business 38 years. 25 years in present location. Grossing over \$130,000. Must see to appreciate. Area with 160,000 people. Owner retiring. \$30,000 down with or without real estate, may have long lease with option of purchasing. Address: Box 8171, NATIONAL CLEANER & DYER. -2

**FOR SALE**—Drive-in package One-Hour laundry and cleaning plant doing \$1,500 per week. Located in industrial city of Virginia. Very profitable operation, cost \$75,000 without real estate. Priced to sell. Real estate can be purchased or leased, plant can be financed. **FOR SALE**—One-Hour package cleaning plant doing \$800 per week. Main Street location with parking area. Completely remodeled in 1956 at cost of \$18,000. Priced to sell, can be financed. Long lease on real estate, low rent, located in industrial city of Virginia. **FOR SALE**—old reliable cleaning plant remodeled in 1947, long lease on real estate, plenty of space for expansion, priced to sell. Located in industrial city of Virginia, plant can be financed. **THESE THREE** plants remodeled for sale on modern management methods by Bill Ayers and Associates of Covington, Virginia. Phone 2 2156. 8164-2

**FOR SALE**—Eastern Pennsylvania. Modern Drive-In cleaning plant, with cold storage vault of 5,000 garment capacity. Plant presently operates two routes and three stores, volume \$50,000 with a potential of much more. Plant is large enough to take care of doubling present volume. Owner will discuss reasons for selling with anyone interested. Address: Box 8173, NATIONAL CLEANER & DYER. -2

### SALESMEN-DISTRIBUTORS WANTED

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 680 Smith St., Brooklyn 31, N. Y. 3371-14

Salesmen wanted for New York's leading household drycleaning company specializing in drapery cleaning, rug cleaning, carpet shampooing on premises, and flame proofing. Quality House Furniture Cleaners, Inc. 318 E. 102nd St., New York 29, N. Y. 7430-14

**DISTRIBUTORS-INDEPENDENT SALESMEN** sell our high-profit, no inventory register forms for drycleaners and laundries. We make any form to fit any register. Low prices—Fast delivery—Repeat sales. Free catalog. Automatic Salesbook Company, Willimantic, Conn. 7456-14

Experienced, aggressive man to sell laundry and drycleaning machinery and equipment in eastern part of Tennessee, for distributor with sterling reputation throughout the area. Answer in own handwriting, giving age, marital status, all experience, and references both business and personal. ADDRESS, Box 8121, NATIONAL CLEANER & DYER. -14



## HELP WANTED

Man, or man and wife combination, capable of managing dry cleaning department employing ten. Must be able to train and supervise help. Up to date plant. Good future. State full qualifications, including past experience, education, age, and present salary. Midwest location. Address: Box 8142, **NATIONAL CLEANER & DYER**. 7

Huntington Laboratories, Inc., has openings in its sales division calling on drycleaners, rug cleaners, and furriers. Write, stating qualifications, to: Huntington Laboratories, Inc., Huntington, Indiana. 7911-7

Expert spotter-cleaner. Capable young man to train as manager. New synthetic plant in Chicago. Give job history and experience. Address: Box 8194, **NATIONAL CLEANER & DYER**. 7

**WORKING** manager, package drycleaning plant southeast Florida. Salary plus percentage. New chain offering excellent opportunity for ambitious, aggressive men with right qualifications. Write full particulars to Box 8195, **NATIONAL CLEANER & DYER**. 7

**SPOTTER** for quality retail cleaning plant in smog-free western part of Los Angeles. Must have good knowledge of chemicals and be top silk spotter. Best salary, excellent working conditions. References required. Address: Box 8207, **NATIONAL CLEANER & DYER**. 7

**MAN WITH MANAGEMENT ABILITY CAPABLE OF TRAINING AND SUPERVISING HELP AND WITH SOME KNOWLEDGE OF PLANT MAINTENANCE. DRIVE-IN PLANT, WELL LOCATED IN OHIO, DOING IN EXCESS OF \$100,000 YEARLY AND STILL GROWING. GOOD FUTURE. STATE FULL QUALIFICATIONS INCLUDING PAST EXPERIENCE, EDUCATION, AGE AND PRESENT SALARY. ALL REPLIES CONFIDENTIAL.** Address: Box 8208, **NATIONAL CLEANER & DYER**. 7

**EXPERIENCED** drycleaner and spotter for high class synthetic drycleaning plant. Must be able to supervise finishing department. New equipment, good wages, pleasant working conditions. Address: Box 8202, **NATIONAL CLEANER & DYER**. 7

**LAUNDRY DRYCLEANING SUPERINTENDENT, LARGE CITY VIRGINIA. GIVE EXPERIENCE, AGE, REFERENCES, SALARY.** Address: Box 8167, **NATIONAL CLEANER & DYER**. 7

Position with excellent future. Middle-aged couple without hours own modern cleaning plant and shirt laundry. Volume exceeds \$100,000 in South Central college town. Seek services of ambitious young man who will have opportunity for part ownership, without cash investment, within a few years. Address: Box 8192, **NATIONAL CLEANER & DYER**. 7

Manager—capable of assuming complete production and employee responsibilities in quality solvent plant. Total 35 employees for branch stores—4 routes. Busell Cleaners, 1408 St. Charles Road, Maywood, Illinois. 8169-7

## SITUATIONS WANTED

**POSITION WANTED—45 YEARS OLD, MARRIED, 2 CHILDREN, SOBER. 10 YEARS IN PETROLEUM DRYCLEANING BUSINESS, PAST 8 YEARS AS MANAGER.** Address: Box 8189, **NATIONAL CLEANER & DYER**. 5

Manager's position wanted. Capable of training and supervising laundry and drycleaning personnel. Complete experience in all phases of plant operation. Age 36, married, excellent references. Address: Box 8190, **NATIONAL CLEANER & DYER**. 5

Wish to represent manufacturer selling to drycleaning industry in Western or Southern United States. College graduate of M.D. management and general courses. Experienced in management, administration, customer relations, and training of personnel. Age 28, married. Available in September. For complete resume, write J. C. Perry, U. S. Army Sig. Proc. Cen., Frankfurt, APO 757, New York, N. Y. 8191-5

**MANAGEMENT:** A veteran of 25 broad practical years of drycleaning laundry experience (mostly production), background of business management and accounting, and college educated, wishes future efforts devoted to exploring new and efficient methods of doing things; creative ideas and prospective planning and expansion; promotion and exploitation, etc. Would like association with a respected and solid concern that seeks infusion. Address: Box 8197, **NATIONAL CLEANER & DYER**. 5

Position wanted—East Coast preferred, drive-in or any size plant. Thoroughly experienced in all phases of drycleaning and management. Address: Box 8209, **NATIONAL CLEANER & DYER**. 5

Manager or superintendent, years of experience, expert spotter. Can lower costs, train help. N.I.D. graduate—both courses. Some laundry experience. Age 35, married, good habits, reliable. Address: Box 8210, **NATIONAL CLEANER & DYER**. 5

## SITUATIONS WANTED (Cont'd)

Laundry and drycleaning supply salesman, experienced in Baltimore and part of Maryland. Five years with Sterling Supply. For the past five years in other business, but associations maintained. Can almost guarantee business from several Baltimore drycleaners and laundries right from the start. Write to Box 8211, **NATIONAL CLEANER & DYER**. 5

Young working manager, N.I.D. graduate, is looking for a job with future. Preferably in Colorado, Oregon or Nevada. Expert spotter, sales experience, healthy and dependable. References on request. P.G., 10 Hamilton Court, Whippany, N. J. 8212-5

Manager's position wanted, plant where owner is going to retire, with privilege of buying. Family man, strictly sober, highly technical, 21 years experience, will consider try-out basis first. ADDRESS, Box 7917, **NATIONAL CLEANER & DYER**. 5

**PLANT MANAGER'S POSITION WANTED.** 25 years experience in all departments of drycleaning. Capable of training help. Age 42, married. Prefer Long Island. ADDRESS, Box 8147, **NATIONAL CLEANER & DYER**. 5

**MANAGEMENT:** Would like an association with an old and respected business (no chain) that truly needs the stimulation of sound, progressive ideas with good sales and production management to better its future. Good climate of equal interest. Address: Box 8178, **NATIONAL CLEANER & DYER**. 5

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**LET US TELL YOUR CUSTOMER!** Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE**, 53 Auburn St., Concord, N. H. 3635-25

**48-HOUR ANALYSIS SERVICE.** Keep customer goodwill. Reports accepted by customers, retailers, legal authorities. Plant facilities available for corrective work. Low rates. **FREEMAN TEXTILE RESEARCH LABORATORIES**, 4 Commercial Street, Malden 48, Mass. 7577-25

## BUSINESS OPPORTUNITIES

**LAUNDRY & DRYCLEANING**, S.W. Tenn. Est. 1898—Xcpnl fac. in 3 story solid br/bldg w/1st elevat R.E. No major compet. Truck routes. Details on req. Sales \$140,000. Ref. 9631—**CLEANING PLANT** Cen. Calif. Cen. loc. est. 12 years. Net profit over \$20,000! Del. avoc. Write for details. Ref. B-24415—**LAUNDRY & DRYCLEANING**, S. Cen. Idaho. Bets \$10,000 w/75% laundry work. 22 empl. R.E.! No compet. laundry. Details on req. Ref. B-24416—**SPECIALTY RUG & FURN. CLEANERS**, Los Angeles, Calif. ar. Price incl. R.E. & liv. qtrs. Est. '30. Scope world wide w. Nat. advty! Expan. oppy. Write for brochure. Ref. B-24375—**LAUNDROMAT AND DRYCLEANERS**, the Los Angeles area. Est. '47. 20 mchns. Self opera. Net \$12,000. Owner relocating. Brochure on req. Ref. B-24377. **BUSINESS MART OF AMERICA**, 6425 Hollywood Boulevard, Los Angeles, Calif. 8203-11

Partnership offered in New England laundry and drycleaning supply business. We prefer an aggressive salesman with experience. Large investment not necessary. Excellent opportunity for the right man. Address: Box 8204, **NATIONAL CLEANER & DYER**. 11

Plant owner has A-1 location in western Massachusetts for package plant. Need experienced man with minimum of \$2,000 to participate. ADDRESS, Box 8124, **NATIONAL CLEANER & DYER**. 11

## BUSINESS SERVICE

**P. S. YOU CAN CLEAN FURS WITH FUR-HEEL CHEMICALS** 7929-10

**DOUBLE YOUR INCOME** from your newspaper advertising by using our low-cost **CLEANER TOONS** and **verses**. For FREE proofs write **DAVID LILLY CARTOONS**, Box 147, Long Beach, Calif. 7520-10

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**STORAGE RECEIPT BOOKS** numbered 75 sets shipped same day \$1.50, additional books \$1.00 prepaid. Send for free sample. David Matthews Co., 101 Cranston St., Providence, R. I. 7989-10

**DIRECT MAIL ADVERTISING** for cleaners that gets new business at low cost - - - reactivates old customers. Write for free samples of famous Kolorcards. Raba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5974-10

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**CERTIFIED LEATHER CLEANERS**—the first and only suede and leather cleaner offering a guarantee of satisfaction. **CERTIFIED LEATHER CLEANERS**, 734 S.W. 22nd Avenue, Miami, Florida. 7334-13

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Leather-Suede wholesale cleaning. Approved S.L.R.A. methods. Celebrating 25 years of progress. Send for price list today! Hudson Fur Cleaning Co., 106 Cranston Street, Providence, R. I. 7995-13

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$5.00, Coat, \$6.00. To change the color of suede, 50% more. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 5849-13

Suede and Leather Specialists. "Lano-Lustre" process. Member S.L.R.A. Natural oils, color and softness restores. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 1304 McGee, Kansas City, Missouri. 8088-13

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## NOTICE TO ADVERTISERS

In order to maintain a regular publication schedule, all classified advertisements must be received no later than the 10th of the month preceding that in which the advertisement is to appear.

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**RE-WEAVING AT LOWEST WHOLESALE PRICES, 1-day service, we pay return postage, work guaranteed for the life of the garment. Satisfaction or no charge. Special low prices on large damages. Free estimates in advance if requested. Write for free signs, pricing rulers, labels. **THRIFTY WEAVERS**, 1412 Adams St., Toledo 2, Ohio. 7446-29**

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"**40% PROFIT WITHOUT INVESTMENT.**" Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$4 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

**FOR GUARANTEED REWEAVING SERVICE** ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. French Textile Co., Dept. N, 428 Avenue A, Rochester 21, N. Y. 5831-29

**HEDDA MOHL, REWEAVER**, formerly **VIENNA, PARIS.** Original French weaving, reweaving, staining, invisible mending. Holes, burns and tears expertly rewoven. Quick service. Satisfaction guaranteed. Wholesale prices. Return postage paid. 48-hour service. (Promotion kit free.) Hedda Mohl, Reweaver, Colorado Springs, Colorado East of Chicago, Hedda Mohl, 852 Montrose Ave., Chicago 13. 4839-29

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**FOR SALE:** one nearly new Force FM-20 Master Shirt Folding Machine, \$275. One Force SL-75 Master Sleeper, \$275. One 42" x 64" Troy Atlas stainless steel laundry washer, motor driven for 220 volts three phase, two cylinder pockets, \$2,400. Washer has been thoroughly rebuilt and is like new. Harold Stegmiller, Laundry Machinery, 2747 - 17th Avenue Court, Moline, Ill. 8181-4

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Complete Pantex Stoddard solvent drycleaning unit. Pippings, motor and overhead tanks included. Good condition. Reasonable. Phone FR 5-4515. 8215-4

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A Paying Sideline—  
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### A

Adco, Inc. ....	60-61
Almore Dye House .....	85
Anderson-Prichard Oil Corp. ....	28
Armstrong Machine Works .....	43

### B

Behrstock Co., L. ....	86
Bishop David Freeman Co. ....	31
Bock Laundry Machine Co. ....	90
Butler Manufacturing Co. 26-27, 4th Cover	

### C

Caled Products Co., Inc. ....	8
Cissell Mfg. Co., Inc., W. M. ....	65, 67, 69
Cravenette Co., The, U.S.A. ....	73

### D

Darco Division, Atlas Powder Co. ....	51
Davies-Young Soap Co., The .....	1
Detrex Chemical Industries, Inc. ....	9
Dicalite Division, Great Lakes Carbon Corp. ....	14

### E

Eaton Chemical & Dyestuff Co. ....	6
Emery Industries, Inc. ....	35, 53
Excelsior Machinery Co. ....	15

### F

Fur-Feel Corp. ....	88
---------------------	----

### G

Glover, Inc., Bill .....	87
Goldman Pressing Machine Corp. ....	81
Greenville Chemical Co. ....	84

### H

Haertel Co., Walter .....	29
Hoyt Manufacturing Corp. ....	16-17
Huebsch Manufacturing Co. ....	41

### J

Johns-Manville .....	Second Cover
----------------------	--------------

### K

Kohnstamm & Co., Inc., H. ....	63
--------------------------------	----

### L

Lattner Manufacturing Co., P. M. ....	83
Lookout Boiler & Manufacturing Co. ....	90

### M

Manitowoc Engineering Corp. ....	54-55
Marlow Pumps, Division of Bell & Gossett Co. ....	39
Martin Equipment .....	3
Mercury Cleaning Systems, Inc. ....	73
Minneapolis-Honeywell Regulator Co. ....	78-79

### N

National Cleaner & Dyer ..	11, 20-21, 94
Newhouse Specialty Co., Inc. ....	86
Nicholson & Co., W. H. ....	70-71

### P

P & H Industries Inc. ....	23
Pantex Manufacturing Corp. ....	44-45
Pre-Marked Strip-Tag Co. ....	58
Prosperity Co., Inc., The .....	49

### O

Quality Products Co. ....	88
---------------------------	----

### R

Reliable Machine Works, Inc. ....	87
Ross Heat Exchanger Div. ....	59

### S

Sarco Co., Inc. ....	25
Shell Oil Co. ....	13
Signal Chemical Mfg. Co. ....	64
Starchroom Laundry Jerunel .....	2
Street & Co., Inc., R. R. ....	5, 57

### U

Unipress Co., The .....	88
United Brass Works, Inc. ....	89

### V

Vara & Son, Inc., A. G. ....	83
Vic Cleaning Machine Co. ....	3rd Cover
Viking Pump Co. ....	62

### W

Wallerstein Co., Inc. ....	19
Warco Laboratories .....	24
Washex Machinery Corp. ....	7
Wichita Precision Tool Co., Inc. ....	77
Wilson Chemical Co., A. L. ....	37



## OUR READERS SAY

### "Fabric Facts" Wanted

To the Editor:

If available, we would like to obtain tear sheets of the first five articles in your "Fabric Facts" series. We now take a second subscription to NATIONAL CLEANER & DYER for tearing purposes, so we have copies of the subsequent articles of this series.

(Miss) A. S. TWEEDIE  
Textile Research Section  
National Research Council  
Ottawa, Canada

*Because of the unusual interest in our "Fabric Facts" series, we have compiled the articles into a booklet, which is now available at \$1 per copy.*

—EDITOR

### Right Sign, Wrong Site

To the Editor:

One of the salesmen that calls on us was telling me about the article in your May issue concerning our sign "Don't use pins" in our alteration and repair department. However, he says that you erred in stating that Sally-Ed Cleaners was located in Pueblo, Colo. I am wondering if you had discovered this error, and would it be possible for you to make a correction in your next issue?

Also, I would appreciate it very much if you would send me a copy of the issue containing this article.

"SALLY" SALTER  
Sally-Ed Cleaners  
Garden City, Kans.

*We regret the error and are glad to locate Sally-Ed Cleaners in Garden City, Kansas.—EDITOR*

### Correspondent Wanted

To the Editor:

Getting every month The NATIONAL CLEANER & DYER, I would be pleased if you could help me to give me an address of one of your readers who will be able and willing to correspond with me about the drycleaning business and shirt service, especially some one who always has dreamt about having a model plant and saw his dream come through.

I must really say my interests go more business way than the chemical

way. I have my own drycleaning and shirt service for about four years here in Ghent but still not the one I'm dreaming of.

A. DE GRAEVE  
Kerkstraat, 64, Ledeberg  
Ghent, Belgium

### Driver Compensation

To the Editor:

Would you please send us information of the different terms or contracts when employing driver salesman.

We want to guarantee a certain sum each week together with a 10 percent to 15 percent commission.

We just have the one routeman, and must decide whether to give him a commission on all garments delivered by him, or what kind of a basis to set him up on, as our old routeman is quitting. Should we include contract to keep the truck clean, as we have modern washing facilities in our garage, and responsibility on maintenance of truck, etc.

Could you forward us several driver-salesman contracts so that we may know what to include in drawing up a contract or agreement suitable and fair to both parties?

D. J. COOPER  
Cooper's Dry Cleaning & Laundry  
Service  
Uhrichsville, Ohio

*There are many ways to handle driver compensation. For example, in your own state of Ohio, the general practice in Cincinnati is to pay drivers \$30 plus a 10 percent commission on family bundles and drycleaning. At the same time the drivers are guaranteed \$50 a week. With this formula the earnings on a \$400-a-week route would amount to \$70.*

*In Cleveland the compensation rate is set up at \$25 plus 12 percent com-*

*mission. In this case the drivers are guaranteed \$70 a week. In Philadelphia the formula is \$15 plus 15 percent. Here the guaranty is \$50.*

*It is not a general practice to include responsibility for truck maintenance by the driver, nor would he generally be expected to carry the insurance on the vehicle. The same thing applies to equipment maintenance in the plant, just as the dry-cleaner would not be held responsible for a breakdown of the cleaning wheel or tumbler.*

*We would certainly suggest that you set up some kind of arrangement or contract concerning cash turn-ins. Most plants have their drivers bonded, or have the man post some cash at time of employment to insure against cash turn-in losses.—EDITOR*

### Trucks and Shirts

To the Editor:

Subject: Driver-owned vehicles in laundry and cleaning plants and rate of commission paid to allow for salary and depreciation of truck.

I know that this has been discussed in your publication but when I can't say.

Reason: We are alarmed at the heavy maintenance cost and the "don't care" attitude of the drivers toward proper care of their trucks. Several drivers have asked for such an arrangement but we haven't the information needed.

Subject: Sport-shirt laundering and finishing. There seems to be a great dearth of information on proper methods. Do you expect to have an article dealing with this soon?

I find your publication indispensable in keeping our four plants abreast of modern developments.

R. F. HORNCastle  
Cash & Carry Cleaners, Ltd.  
Saint John, N. B.  
Canada

*We believe the enclosed tear sheets from our 1956 Guidebook issue will be helpful to you concerning your truck problem.*

*Our complete booklet titled "Manual for Training Wool Finishers" contains an important chapter on sport-shirt finishing. Copies are available at \$1 each.—EDITOR*

#### Let's Hear From You . . .

We welcome your inquiries, your views about every phase of the drycleaning industry, your problems and your solutions to problems. Address:

The Editor  
National Cleaner & Dyer  
305 East 45th Street  
New York 17, N. Y.



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Mr. Oscar Victor, President  
Vic Manufacturing Company  
1313 Hawthorne Avenue  
Minneapolis 3, Minnesota

Dear Sir:

Here's a picture of our Vic Century Model 42 in action. Meet Don Rice, our superintendent of the dry cleaning. Don is as Vic-happy as I am with our new Century machine. It's already saved us the expense of one man. This Vic Century is compact, clean, and does a wonderful job for us.

You know, I used petroleum heretofore, but decided to switch to synthetic. That's when I got my Century from you people. It was the smartest thing I ever did. That 12,000 lbs. of cleaning has meant money in the bank for me. I highly recommend the Vic Century to anyone!

Cordially.

*J. R. Whipple*



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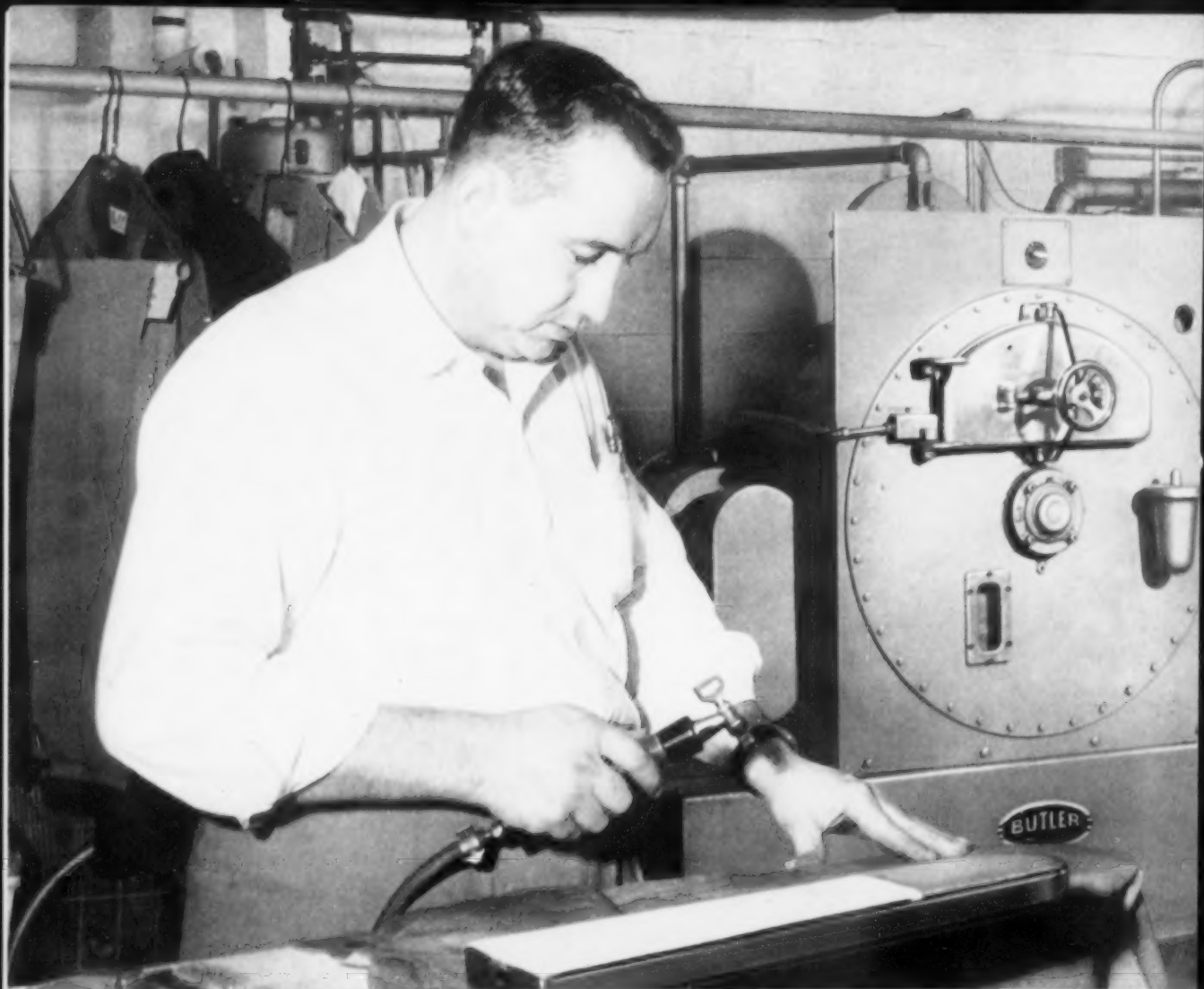
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often eliminate one full-time employee.

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*Remember — everybody is interested in your business . . .*

*Butler is interested in your secrets!*



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